PRIL 2, 1956 35c PER COPY

BROADCASTING TELECASTING

THIS ISSUE:

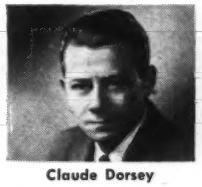
25TH year

MUSIC

Torey Southwick and Ol' Gus
"Time for Torey"
"The Torey Southwick Show"

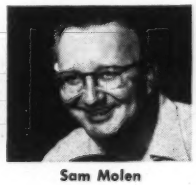
Buckey Walters
"Tune Time"
"The Buckey Walters Show"

NEWS



Claude Dorsey
Director, News Bureau

SPORTS



Sam Molen
Sports Director

BASEBALL

Larry Ray

Merle Harmon

Broadcasting pre-season and all regular games played by the Kansas City Athletics, at home and away.

FARM SERVICE

Phil Evans
Farm Service Director

Jim Leathers
Assistant Farm Service Director

WOMEN

Bea Johnson
"Happy Home"
Director of Women's Activities and winner of the coveted McCall Magazine Golden Mike Award.

and in Television . . .
the SWING is to...
KMBC-TV
CHANNEL 9

LISTEN

. . . to the New Sound of

KMBC-KFRM

Personalized Radio that SELLS as it SERVES!

The folks you see pictured on this page are nine of the 22 air personalities who are bringing a New Sound to KMBC-KFRM. Representing some of the best-known names in the Midwestern broadcasting world, these 22 people—plus top ABC Network personalities—produce a new brand of radio that's tailored to the tastes of today's radio listeners.

By skillfully integrating *personalized* air salesmanship with the radio services modern-day audiences demand, KMBC-KFRM has created a climate for selling that's unduplicated in the Heart of America.

New formats, new variety, new impact—they're all giving the New Sound of KMBC-KFRM a more than ever dominant voice in Midwest regional radio. To find out more about the new sound of KMBC-KFRM—a sound that both listeners and advertisers are finding more and more irresistible—call the man who calls on you—your Colonel from Peters, Griffin, Woodward, Inc.

DON DAVIS,
First Vice Pres. & Commercial Mgr.

JOHN SCHILLING,
Vice Pres. & Gen. Mgr.

DICK SMITH,
Director of Radio

GEORGE HIGGINS,
Vice Pres. & Sales Mgr.

MORI GREINER,
Director of Television

1st in the Heart of America

KMBC of Kansas City
KFRM for the State of Kansas

CHANNEL 6

THE ONLY STATION IN THE RICHMOND AREA IN THE PREFERRED LOW END OF THE VHF BAND

WTVR

MAXIMUM POWER AT MAXIMUM HEIGHT

RICHMOND, VA.

WTVR OFFERS THE FINEST FACILITIES IN THE RICHMOND AREA. NO OTHER STATION HAS HIGHER ANTENNA FACILITIES AND CHANNEL 6, THE PREFERRED FREQUENCY IS THE ONLY CHANNEL IN THIS AREA IN THE LOW END OF THE VHF BAND, THUS WTVR ASSURES NO RECEPTION PROBLEMS, AS OTHERS ARE EXPERIENCING. YES, OTHERS FROM WITHOUT ATTEMPTING TO COVER RICHMOND HAVE THEIR PROBLEMS, BUT BIG WTVR HAS NO PROBLEMS. WTVR ALWAYS GIVES A CLEAR SHARP PICTURE WITH OR WITHOUT AN ANTENNA. SO BUY QUALITY BY BUYING THE FINEST ..... WTVR *"The South's 1st TV Station"*

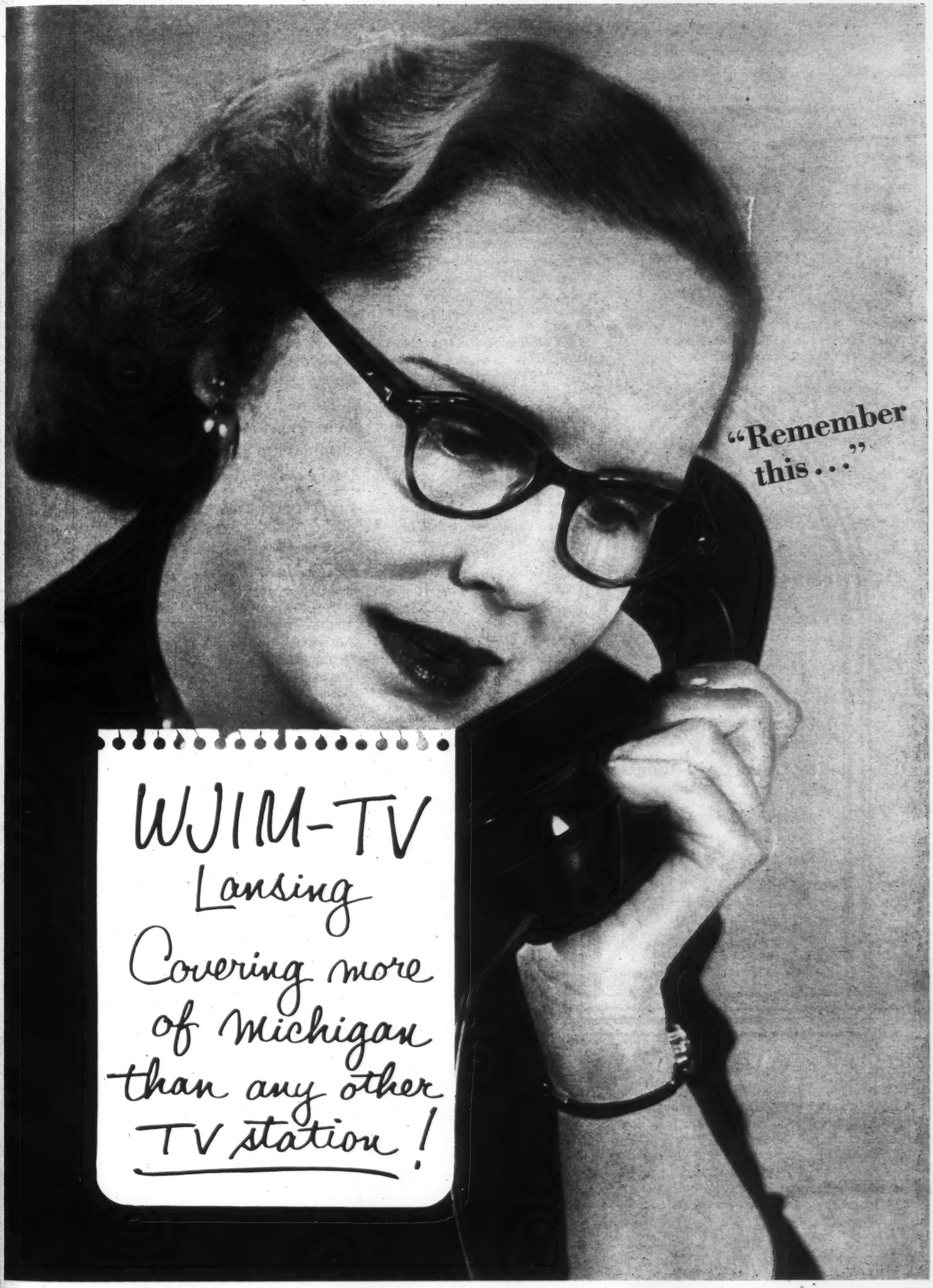
WMBG AM WCOD FM WTVR TV

First Stations of Virginia

A Service of **HAVENS & MARTIN, INC.**

WMBG AM REPRESENTED NATIONALLY BY THE BOLLING CO.

WTVR REPRESENTED NATIONALLY BY BLAIR TV, INC.

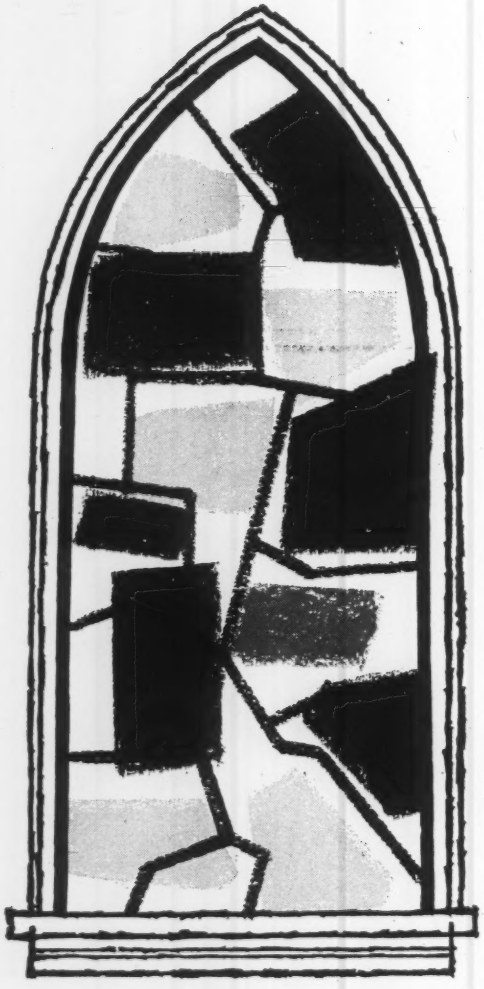


Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

serving its many communities
through religious programs

WGAL-TV

Lancaster, Penna. NBC and CBS



Of paramount concern to WGAL-TV is the scheduling of carefully developed religious programs designed to meet the needs of viewers in its many communities. Around such programs, diversified daily schedules are planned.

Among the many programs regularly scheduled are:

SUNDAY MORNING
Man to Man
The Christophers
Frontiers of Faith
This Is the Life

SANCTUARY TIME
6:00 p.m. Sundays
series of services presented
by *all* denominations
working together

HYMNS OF FAITH
9:30-9:45 a.m. week-days

PASTOR'S STUDY
STORIES OF JESUS

STEINMAN STATION
Clair McCollough, Pres.

CHANNEL 8 MULTI-CITY MARKET

Representatives:

MEEKER TV, INC.

New York Chicago Los Angeles San Francisco

closed circuit.

UP FOR GRABS? • *Omnibus,* Ford Foundation Tv-Radio Workshop's top-rated Sunday series being offered to highest network bidder after four years on CBS-TV, it's reliably reported. Tax-free Workshop is asking nut of $3 million to cover station compensation plus talent and programming costs, along with cut in advertiser return, assuming program is sold. Full sponsorship, on CBS-TV's 78 station lineup brings $1,200,000. Negotiations were underway last week with all three tv networks, it's understood, for 1956-57 series to begin this fall.

B•T

PLOUGH INC., which has enjoyed phenomenal success in drug manufacturing field, is bent upon becoming factor also in broadcasting as multiple owner. Having acquired (subject to FCC approval) WCAO Baltimore and WCOP Boston in past fortnight, Abe Plough now reportedly is negotiating for WQAM Miami regional, which must be sold by Knight interest under duopoly regulations, and also is looking over station in Texas. These acquisitions would bring radio station total to six (he owns WMPS Memphis and WJJD Chicago), or one short of seven-station limit. He and his chief broadcast executive officer, Harold Krelstein, are looking into tv too (story, page 70).

B•T

JUSTICE AND NETWORKS • Hot charges that tv networks are violating antitrust laws have been lodged with Dept. of Justice. It's learned Senate Commerce Committee sent to Justice—without comment—testimony and legal briefs submitted last Monday by Richard A. Moore, president of independent KTTV (TV) Los Angeles. Essence of Mr. Moore's testimony was that network option time and must-buy arrangements are illegal and are restraining development of non-network program sources.

B•T

INTERESTED spectator at Senate Commerce Committee hearings during Mr. Moore's testimony was John Sinn, president of Ziv Television Programs Inc. Mr. Sinn told B•T he was taking no part in case but had made special trip to Washington to observe Mr. Moore in action.

B•T

IN AND OUT • Meager attendance of Senators at last week's Commerce Committee sessions—which produced some of most controversial testimony yet in long investigation of tv—drew Washington comment. Only two Senators (Bricker, [R-Ohio] and Potter [R-Mich.]), were present Monday morning for attack against networks. That afternoon as network testimony began Potter was joined by Pastore (D-R. I.). Tuesday morning Pastore sat alone, then left to be replaced by Potter, who started afternoon session, then left hearings in hands of special counsel Kenneth Cox. Potter opened Wednesday hearing, then left and was replaced by Schoeppel (R-Kan.) who later was joined by Potter. Chairman Magnuson (D-Wash.) never showed.

B•T

PROSPECT that many am stations, especially smaller ones, will turn to complete full-time automated operation soon is held out strongly in some equipment circles. Theory is that stations will be "forced" to adopt method using automatic phonograph equipment ("jukebox") playing up to 100 records. One manufacturer reportedly is considering special console unit, while another (in non-broadcast field) is prepared to furnish automatic disc assembly. If trend materializes, there could be tremendous market potential, authorities feel, for "100% automated station" using 45 rpm discs in contrast to 33 rpm records or tapes.

B•T

MUST-BUYS AND MUST-NOTS • Another "without precedent" situation in tv-network procedures may confront FCC. Falstaff Brewing Co., through Dancer-Fitzgerald-Sample Inc., ordered ch. 2 KPRC-TV Houston, NBC-TV affiliate, for its CBS-TV *Game of the Week* Saturdays beginning April 7, in addition to regular CBS Galveston-Houston ch. 11 KGUL-TV, on ground that it wanted additional coverage, despite overlap. CBS-TV counsel reportedly notified DFS that it couldn't be done, and Jack Harris, vice president-general manager of KPRC properties, has asked his Washington attorneys to explore prospect of complaint to FCC.

B•T

McCANN-ERICKSON, New York, is lining up two-week radio spot campaign using 25 to 100 announcements per week on each station in about 150 markets effective May 4 for two weeks. Although advertiser has not been revealed, it was reported that it might be Westinghouse, whose strike was settled two weeks ago [B•T, March 26].

B•T

DO OR DON'T DROP IN • At third session in three weeks at FCC to discuss Nov. 10 rulemaking pertaining to tv allocations, conversation again centered around desirability of "drop-ins" on vhf channels as possible means of alleviating scarcity situation. But there was opposition based on process of "gradualitis," described as meaning that once engineering standards are impinged upon, pressures result in further breakdown by degrees until secondary service is demoralized. This happened in am radio. FCC, however, hasn't yet reached any definite conclusions but recognizes that something must be done—and fast. To some commissioners, that Sixth and Final Report begins looking better and better, it's indicated.

AFTER reviewing presentations of several agencies, Cheseborough-Ponds, New York, reportedly will name Compton Adv., New York, to handle its new products. Advertiser will maintain bulk of its business with McCann-Erickson and J. Walter Thompson Co. Latter agencies were not assigned new products because they are handling competitive accounts.

B•T

CAREER GIRL • Marriage (planned today, April 2) of former FCC Comr. Frieda B. Hennock to William H. Simons, Washington realtor, will not interfere with first lady commissioner's legal career. After honeymoon, Mrs. Simon (nee Hennock) will resume her association with Washington law firm and continue to specialize in communications.

B•T

EVINS subcommittee of House Small Business Committee plans to resume hearings shortly after Easter recess ends April 9 into claims of interference in FCC policies and decisions by White House and industry. House unit staff now checking subpoenaed RCA-NBC and CBS documents and making other investigations, expects "possibly" to subpoena other industry witnesses. Return network sessions "probably, but not definitely" will include as witnesses RCA and CBS board chairmen David Sarnoff and William Paley, staff member said.

B•T

NO DICE ON FEE • U. S. tv networks and newsreel organizations have decided to tell Australian Olympics Committee that its plan to charge some $168,000 for world tv rights to undisclosed minimum amount of film coverage of Olympics in Australia in November [B•T, Jan. 30] is "unacceptable." Action being taken by NBC, CBS-TV, INS Telenews (which services ABC-TV among others), and UP-Movietone News, who also have backing of Canadian Broadcasting Corp., British Broadcasting Corp., and commercial tv interests in Britain in argument that tv should have same free access as any other news medium.

B•T

LAR DALY, Republican presidential "splinter" candidate, is set to fly to Washington this week to appeal equal time bid to FCC Chairman George McConnaughey. NBC, ABC and MBS have rejected his time request to answer Eisenhower talk of Feb. 29. CBS has not given him final word.

B•T

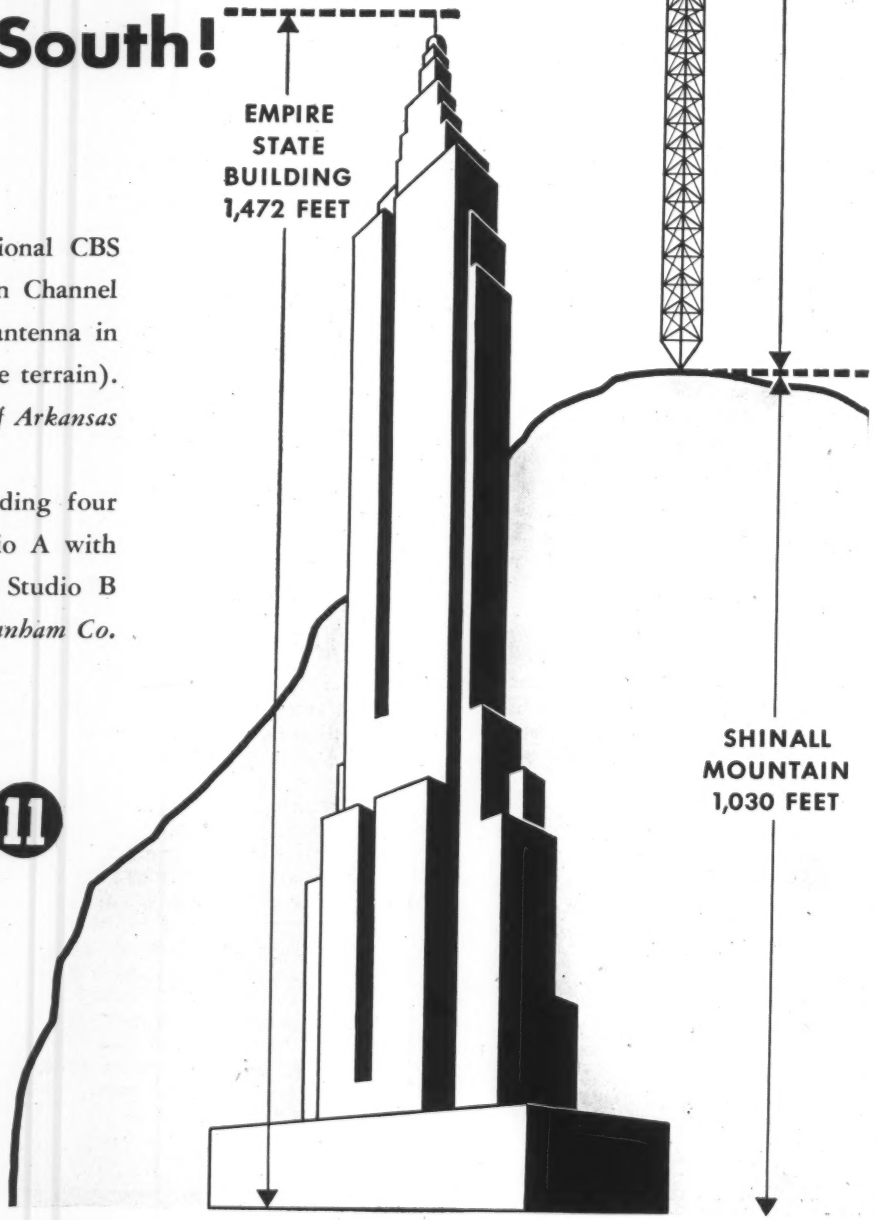
MONKEY BUSINESS • Television has many uses, as Thomas F. O'Neil's still-expanding RKO-Teleradio Pictures dominion is finding out. After seeing ratings (placed at 79.7, unduplicated audience) racked up in week's showing of 23-year-old "King Kong" on WOR-TV New York, parent company officials cancelled plans to play it on other o&o stations, intend to release it to theatres instead.

KTHV

CHANNEL 11
LITTLE ROCK

NOW CBS

Covers Over HALF of Arkansas, with the Highest Antenna in the Central South!



KTHV, Little Rock, went Basic Optional CBS on April 1—with maximum power, on Channel 11, and telecasting from the highest antenna in the Central South (1756′ above average terrain). *Good TV coverage of more than half of Arkansas is now an accomplished fact.*

KTHV has finest new facilities including four camera chains, a 40′ x 50′ x 24′ Studio A with 20′ revolving turn-table—a 30′ x 50′ Studio B with complete kitchen, etc. *Ask the Branham Co. for full details.*

CBS **316,000 Watts . . . Channel** **11**

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

Affiliated with KTHS, Little Rock and KWKH, Shreveport

at deadline

DODGE EXECUTIVE, TvB ANSWER CRITIC

MacManus, John & Adams (Pontiac) head Ernest Jones had attacked tv as 'prime' medium for selling cars. Major competitor and industry association say it isn't so.

SUPPORT for television as mover of big as well as small products came Friday—in wake of blast loosed by Ernest Jones, president of MacManus, John & Adams, Detroit (early story page 30)—from one of television's major auto spenders as well as from Television Bureau of Advertising.

Jack Minor, general sales manager of Chrysler Corp.'s Dodge Div., which sponsors *Lawrence Welk Show, Danny Thomas Show,* and *Break the Bank* on ABC-TV, told B•T that in his view main proof of tv's effectiveness in selling cars is not whether viewer runs out to buy one after seeing a commercial. "This," he added, "is true of any medium including, for example, magazines." Proof he said, is "actual sales at the retail level."

Research data showing that average tv home now spends more than six hours daily watching television was revealed by Television Bureau of Advertising in statement answering speech in which Mr. Jones charged that "the public's honeymoon with television is over."

Quoting statements as attributed to Mr. Jones in account distributed by Ursula Halloran & Assoc., New York public relations firm, TvB President Oliver Treyz said that "if Mr. Jones is really challenging television's effectiveness, as the headline of the press release says, we would like to challenge his qualifications to do so. . . . If 'the public's honeymoon with television is over,' it certainly has matured into the happiest marriage with the public that any medium has ever enjoyed."

Metropolitan Pontiac Dealers of Greater New York, newly formed association, has named St. Georges & Keyes, New York, as its advertising agency. Unorganized up to now, New York dealers have been serviced on co-op advertising, along with other Pontiac local dealers throughout country, by MacManus, John & Adams.

In Pontiac, Mich., meanwhile, B. B. Kimball, advertising manager of one of Mr. Jones' top clients, Pontiac Div. of General Motors, told B•T he would not comment on Mr. Jones' blast until he had read speech fully. He was not aware of it in advance, it was understood. He did, however, deny current reports that Pontiac was considering moving to another agency.

TvB President Treyz' statement asserted:

". . . Mr. Jones' picturesque remarks are not borne out by just-released Nielsen figures showing that, for the first time in television history, the average television home views over six hours a day. In January and February 1956, tv viewing per home broke all-time records.

"We wonder if Mr. Jones, despite the large television investments of his clients, is really qualified to state that in the sale of 'durable goods,' tv cannot serve as the 'prime' medium.

"Records of advertising expenditures for his 'durable goods' clients, of which Pontiac is an example, reveal that they have invested considerably more in print than in television.

"We wonder if Mr. Jones is qualified to testify as to television's effectiveness as the 'prime' medium when his television experience in the 'durable goods' field appears to have involved its use as a *supplementary* medium with tv expenditures less than that allocated print."

Dodge's Mr. Minor, who works with Dodge's agency, Grant Adv., Detroit, in assessing results of shows sponsored by his division, said Dodge judged tv's worth from dealer reaction, citing favorable comments from Dodge dealers throughout the U. S. for *Welk* show. Selling autos obviously is not like selling Life Savers, Mr. Minor asserted. He said despite tv's "institutional" approach for auto maker, he has received letters via dealers telling of Dodge buyers who mentioned seeing the automobile on commercials. He reported he has received "good comments" on Dodge's tv commercials and that "good integration" of messages is basic in successful automobile use of network tv.

Read Says He's Available To Replace AFM's Petrillo

ANTI-PETRILLO leader at AFM Local 47 in Hollywood, Cecil F. Read, is available to replace James C. Petrillo as president of AFM. Mr. Read made it known Friday in new challenge against allegedly dictatorial powers of top AFM executive. Attempt to unseat Mr. Petrillo, however, probably will not be made at June national convention, Mr. Read indicated, because he currently is fighting expulsion from union for his actions (early story page 64).

Meanwhile, Rep. Joe Holt (R-Calif.) announced House subcommittee called to investigate Local 47 fight will not require Mr. Petrillo to appear in Hollywood but will allow him to testify in Washington. Mr. Petrillo said doctors advised against trip to West Coast because of his health. Mr. Read charged Mr. Petrillo "is very wise not to expose himself to the direct wrath of Los Angeles musicians."

B•T TOURNEY

TWO B•T silver trophies and 11 prizes donated by Chicago stations will be awarded winners in the annual B•T Golf Tournament to be held Sunday, April 15, as first event in NARTB convention week activities. Tournament will be held at Midwest Country Club, Hinsdale, Ill., Chicago suburb. B•T buses leave Conrad Hilton Hotel at 9 a.m.

Trophies will be awarded low net and low gross winners, with blind bogie handicap system to be used. Other prizes: RCA transistor radio and cocktail mixing set, both donated by WMAQ-WNBQ; two Sentinel clock radios, donated by WBKB; two portable three-speed phonographs, donated by WGN-AM-TV; CBS Columbia portable radio, donated by WBBM-AM-TV; portable clock radio, donated by WIND; golf jacket, donated by WLS; electric skillet, donated by WJJD; Revere portable radio, with case, donated by WCFL.

• BUSINESS BRIEFLY

NEHI CAMPAIGN • Nehi Corp. (Royal Crown Cola), Columbus, Ga., planning television spot announcement campaign starting April and May using from 10 to 15 announcements per week in each of more than 100 markets. Contract runs through spring and summer. Limited radio schedule will also be used. Compton Adv., N. Y., is agency.

WESTERN FOR P&G • Procter & Gamble, Cincinnati, through Compton Adv., N. Y., signed late Friday for alternate-week sponsorship of ABC-TV's *Wyatt Earp* western (Tues., 8:30-9 p.m.) starting next September, contingent on Parker Pen's dropping its sponsorship. General Mills is other alternate sponsor and is expected to stay for next season. Procter & Gamble also is still looking for another evening half-hour alternate-week television sponsorship on any network.

EARLY BIRD • DuPont's Zerone and Zerex (anti-freeze), through BBDO, N. Y., preparing to place orders in May for fall line-up of its quarter-hour football tv show featuring Frank Leahy. Station list will be similar to last year's, which embraced 154 stations for 10 weeks beginning Oct. 1.

DALY FOR POLAROID • Polaroid Corp. (cameras), Cambridge, Mass., effective May 7 starts seven-week sponsorship of Monday night segment of ABC-TV's *John Daly and the News* (Mon.-Fri., 7:15-7:30 p.m. EST). Polaroid's previous network activity was with participations on NBC-TV's *Tonight.* Agency: Doyle Dane Bernbach, N. Y.

TOURIST HUNT • Ontario Dept. of Travel & Publicity, Toronto, through Hayhurst Co., Toronto, making bid for U. S. visitors to Canada through use of three-week radio spot announcement campaign starting May 1 in southern U. S.

RADIO FOR POMATEX • Pomatex Co. (Pomatex hair cream), N. Y., placing radio spot announcement campaign starting May 1 for 26 weeks in approximately dozen northeastern states. R. T. O'Connell Co., N. Y., is agency.

LEVER DROPS GODFREY • Lever Bros., N. Y., dropping sponsorship of Arthur Godfrey (CBS-AM-TV, 11-11:15 a.m. EST) effective June 19. Reason reportedly is that Godfrey will not be on program personally during July and August.

MOVING PLANS • Eastman Kodak, Rochester, now sponsoring *Screen Directors Playhouse* (NBC-TV, Wed. 8-8:30 p.m.), contemplating move to ABC-TV. Definite decision expected early this week. Agency: J. Walter Thompson Co., N. Y.

WSPA-TV Aims for April 30

WSPA-TV Spartanburg, S. C., will go on air about April 30 as primary CBS-TV affiliate under network's basic optional group, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, announced Friday. WSPA-TV is owned and operated by Spartan Radiocasting Co., of which Walter J. Brown is president.

JUST ARRIVED... WHEN-radio

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. CBS	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

Eisenhower, Cabinet Members To Address Ad Council Meet

PRESIDENT EISENHOWER, cabinet members and other top administration officials will address 250 business leaders meeting in Washington, D. C., tomorrow (Tues.) for 12th annual Washington conference of The Advertising Council.

At dinner tonight at Statler Hotel, Philip L. Graham, publisher, *Washington Post & Times Herald* (WTOP-AM-FM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla.), will introduce Sir Roger Makins, British ambassador to U. S., guest speaker. Louis N. Brockway, Council's chairman, and executive vice president, Young & Rubicam, will preside tonight and at tomorrow's luncheon. Luncheon guest speakers: Sherman Adams, assistant to President Eisenhower, and F. G. Gurley, president, Atchison, Topeka & Santa Fe. Secretarys John Foster Dulles of State and George M. Humphrey of Treasury will head delegation of government speakers at closed sessions tomorrow morning and afternoon. President Eisenhower slated to close tomorrow morning's meeting with short address.

WROM-TV Asks Site Move To 9 Miles From Chattanooga

APPLICATION filed at FCC to move transmitter of ch. 9 WROM-TV Rome, Ga., to site 9 miles south of Chattanooga. At same time option agreement signed giving WDOD Chattanooga right to purchase 50% interest in WROM-TV, conditioned on move to new site and outcome of ch. 3 Chattanooga contest (WDOD is unsuccessful applicant for Chattanooga vhf outlet, but has petition pending for rehearing).

Hosmer Continues Ad Fight Despite FCC, Network Silence

SLIGHTLY disheartened, Rep. Craig Hosmer (R-Calif.) has turned in what he called "interim" report on campaign against "loud, noisy and obnoxious" radio commercials [B•T, March 19, 26]. Report: (1) Practice continues unabated, (2) FCC has not even acknowledged his complaint, (3) "an identical nonresponse" from networks, (4) public response to his campaign has continued from all over the country, (5) one broadcaster told him that radio commercials really aren't loud, "they just seem that way." Rep. Hosmer added: "Broadcasters and the FCC apparently believe that it is only the people who object anyway and if they do not like loud commercials they can eat cake." He said he intends to keep campaign going.

Multiplex Setup on Display

MULTIPLEXING seminar will be held at 10 a.m. April 9 at Warwick Hotel, Newport News, Va., by WGH-AM-FM, according to Dan E. Hydrick Jr., vice president-sales manager. WGH-FM has been feeding Muzak service in Norfolk area on multiplex channel for three weeks and will demonstrate equipment, including Browning Labs receivers and Gates transmitting unit designed by Multiplex Service. Mr. Hydrick said bugs had been eliminated from operation.

PRESIDENTIAL KICKOFF

WITH COOPERATION of all four national radio networks, movement has been set on foot to kick off National Radio Week with live broadcast at level never achieved before. Proposed speaker: President Eisenhower, who demonstrated his feeling for broadcast media by making unprecedented personal appearance before NARTB convention last May. NARTB, RAB, and RETMA as well as networks are concerting their efforts to arrange presidential address for May 13, opening day of week.

Fm Session Scheduled On NARTB Chicago Agenda

MULTIPLEXING and other ways of cashing-in on fm station facilities will be discussed at special fm radio session to be held Monday, April 16, during NARTB convention week at Conrad Hilton, Chicago (early story page 46).

Four panelists active in multiplexing will head discussion of meeting, scheduled for 10 a.m. They are Ross Beville, WWDC-FM Washington; Sam Gersh, WFMF (FM) Chicago; Walton N. Hershfield, Harkins & Hershfield Mfg. Co., Phoenix, Ariz.; William S. Halstead, Multiplex Development Corp., New York.

Presiding at meeting will be H Quenton Cox, KQFM (FM) Portland, Ore., NARTB fm director and chairman of association's Fm Radio Committee. President Harold E. Fellows will deliver opening talk. Program includes: "The Fm Band: Past, Present and Future," Dr. Frank E. Schooley, director, U. of Illinois broadcasting; "What Our Fm Facilities Mean to Us," George J. Volger, KWPC-FM Muscatine, Iowa; F. Merrill Lindsay, WSOY-FM Decatur, Ill., new fm director, and Calvin J. Smith, KFAC-FM Los Angeles. George A. Heinemann, WMAQ-FM Chicago, will speak on "Fm—The Plus Factor."

Rockford, Ill., Daytimer Asked

APPLICATION filed Friday by Town & Country Radio Inc. for 1 kw daytime on 1150 kc at Rockford, Ill. Town & Country 60% owned by WPEO Peoria, Ill. (controlled by John R. Livingston).

LOCAL OPERA IN COLOR

COMPLETE OPERA in color, "The Prodigal Son," to be presented April 7 by KMTV (TV) Omaha, Neb. Cast of 35 will participate and original Lyric Theatre sets will be used. Three more color spectaculars to be presented in April. Total of seven hours programming includes Maurice Evans, Robert Morley, Moira Shearer, Robert Rounsaville and Carol Marsh.

Other spectaculars will be "The Great Gilbert & Sullivan," April 14; "Tales of Hoffman," April 21, and "Alice in Wonderland," April 28.

PEOPLE

W. H. GRUMBLES, former manager of WHBQ-TV Memphis, named assistant general manager of WMC-WMCF (FM) Memphis.

JULIAN CLAMAN, former vice president, Talent Assoc., N. Y., named to CBS-TV's Hollywood creative staff with first assignment as producer of *Front Row Center.* Mr. Claman was editor of *Philco-Goodyear Television Playhouse* and producer of *Jamie* while with Talent Assoc.

S. RAMSAY LEES, former radio-tv director, Ruthrauff & Ryan, to BBDO's new Toronto office, in similar capacity, effective April 16. Other BBDO Toronto appointments: **RONALD N. CROSS,** former production manager, MacManus, John & Adams, N. Y., and **RALPH G. DRAPER,** former media manager, Leo Burnett Co. of Canada Ltd., both in similar capacities.

MARION RUSSELL, formerly network sales service manager for ABC Western Div., appointed business coordinator for radio-tv department of Erwin, Wasey & Co., L. A.

IVOR SHARP, executive vice president of Radio Service Corp. of Utah (KSL-AM-TV Salt Lake City), named vice president in charge of corporate developments. **JAY W. WRIGHT,** administrative vice president, succeeds Mr. Sharp.

BILL ADLER, program director, WABD (TV) New York, to sales manager, effective today (Mon.), succeeding **GEORGE BARENBREGGE,** resigned [B•T, March 26]. Mr. Adler's replacement has not yet been named.

DON LEONARD, timebuyer, McCann-Erickson, N. Y., resigning to join W. B. Doner & Co., Baltimore, in similar capacity. He replaces **LOUISE CROCKER,** who is expected to join another Baltimore agency. Mr. Leonard will buy time for National Premium beer.

Permanent Injunction Ordered Against Hooker Enterprises

ORDER for permanent injunction against Film Network Inc. and Master Television Network Inc., New York, and their president, West Hooker, issued by New York State Supreme Court Justice Aron Steuer on ground that company's activities violated Article 23 of general business law governing sale of stock.

Judge Steuer took cognizance of defendants' claim during trial [B•T, Feb. 27] that no sales had resulted from offerings of stock. Under act, he said, it is not prerequisite for injunction that fraud be shown in sales activity, essential factor being "the potentiality of the public being misled into investing in an unsubstantial and visionary scheme, even though an astute investor may well see its defects." Judge Steuer ruled that "the instant case revealed such a scheme," and concluded "the scheme is visionary or the schemer is a charlatan."

ABC-TV Sets Spectaculars

ABC-TV released Friday tentative schedule of 1956-57 spectaculars, consisting of ballet, opera, drama and documentary presentations to be carried in black and white. Schedule is: Nov. 14, *Ballet Ballads* (8:30-9:30 p.m. EST) Dec. 9, *Metropolitan Opera* (7:30-9 p.m. EST); Dec. 23, *The Nutcracker* (5-6 p.m. EST); Jan. 8, 1957, *The General's Other Son* (7:30-8:30 p.m. EST); Feb. 7, *The Honeys* (8-9 p.m. EST); March 8, *Take a Giant Step* (8-9 p.m. EST); April 4, *By Jupiter* (9-10:30 p.m. EST); April 21, *Met Opera* (7:30-9 p.m. EST); May 4, *Playboy of the Western World* (9-10 p.m. EDT). Dates of three other documentaries have not been determined.

the week in brief

FAST ALLOCATIONS ACTION URGED

FCC put under pressure from Senate as well as industry to find cure for uhf-vhf problem—and to find it now 27

CAN TV SELL CARS?

MacManus, John & Adams president says television is "excellent" for moving package goods but questions it as prime medium in durable goods field 30

REGGIE SCHUEBEL TO NC&K

Resigns from own firm to become vice president of Norman, Craig & Kummel, will handle radio-tv activities of Democratic National Comimttee ..30

COLOR TV 'OFF TO THE RACES'

Already 36 advertisers are spending $45 million a year in it, NBC's Yoder tells Poor Richard Club 36

LABOR CLINIC SET

New feature of NARTB convention agenda will present labor relations authorities in closed management session 46

COLOR TV FILM PROBLEMS

Speakers and panels at National Television Film Council forum outline problems color creates for video film and suggest possible solutions 48

RIGHT OF ACCESS STUDY

NARTB Freedom of Information Committee launches state-by-state appraisal of admission of radio-tv to public proceedings 48

TALL TOWER PROPOSAL

FCC rule-making notice proposes requiring applicants to use existing towers or "antenna farms" or show reason why not 55

DOUBLE PROBE FOR AFM REVOLT

House Committee on Education & Labor will hold hearing on rebellion of Hollywood musicians local union; AFM's International Executive Board names Goldberg to spearhead its own investigation 64

ABC SHOWS PROFIT FOR '55

Gain of 53% in gross time sales puts ABC Div. into black after losses in previous two years, AB-PT President Goldenson reports 66

TV PROGRAM HOURS: 99½ A WEEK

Average U. S. video station serves its viewers just under 100 hours per week, B•T survey discloses; network programs get most time, then film shows, with local live productions third ..78

TELESTATUS

B•T's monthly report on the growth of television, with up-to-deadline data on stations and sets 83

PLOUGH BUYS WCOP

Pharmaceutical company's acquisition of Boston station follows purchase of WCAO-AM-FM by less than a week 90

INDEPENDENT TV FOR CANADA?

Canadian Assn. of Radio & Television Broadcasters to ask Royal Commission on Broadcasting for privately owned tv stations and for independent regulatory body 94

departments

Advertisers & Agencies	30	Government	55	Our Respects	22
At Deadline	7	In Review	12	Personnel Relations	64
Closed Circuit	5	International	94	Programs & Promotion	97
Colorcasting	32	Lead Story	27	Program Services	93
Editorial	110	Manufacturing	69	Stations	70
Education	94	Networks	66	Telestatus	83
Film	40	On All Accounts	24	Trade Assns.	46
For the Record	100	Open Mike	18		

Broadcasting Publications Inc.
Sol Taishoff
President

Maury Long, Vice President · H. H. Tash, Secretary · B. T. Taishoff, Treasurer

BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER
Sol Taishoff

MANAGING EDITOR
Edwin H. James

SENIOR EDITORS
Rufus Crater (New York), J. Frank Beatty, Bruce Robertson

NEWS EDITOR
Fred Fitzgerald

SPECIAL PROJECTS EDITOR
David Glickman

ASSOCIATE EDITORS
Earl B. Abrams, Lawrence Christopher (Hollywood)

ASSISTANT TO THE MANAGING EDITOR
Donald V. West

ASSISTANT EDITOR: Harold Hopkins

STAFF WRITERS: Ray Ahearn, Jacqueline Eagle, Eli Fritz, Dawson Nail, Munsey Slack

EDITORIAL ASSISTANTS:
Hilma Blair, Anita Stopak, Beverly Horney, Lamar Underwood, Ann Tasseff

SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS

VICE PRESIDENT & GENERAL MANAGER
Maury Long

SALES MANAGER
Winfield R. Levi (New York)

SOUTHERN SALES MANAGER: Ed Sellers

PRODUCTION MANAGER: George L. Dant

TRAFFIC MANAGER: Harry Stevens, Norma Wooten

CLASSIFIED ADVERTISING: Wilson D. McCarthy, M. Gwen Moore, Jessie Young

AUDITOR-OFFICE MANAGER: Irving C. Miller

ASSISTANT AUDITOR: Eunice Weston

SECRETARY TO GENERAL MANAGER: Eleanor Schadi

ART-LAYOUT: Duane McKenna

CIRCULATION & READERS' SERVICE

MANAGER
John P. Cosgrove

SUBSCRIPTION MANAGER: Frank N Gentile
Barbara Seabrooke, Joseph Rizzo, Charles Harpold

BUREAUS

NEW YORK
444 Madison Ave., Zone 22, Plaza 5-8355

Editorial
SENIOR EDITOR: Rufus Crater
AGENCY EDITOR: Florence Small
ASS'T NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti
Frank P. Model, Selma Gersten, Beverly Berl

BUSINESS
SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan, Donna Trolinger

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton
Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher
Toronto: 32 Colin Ave., HUdson 9-2694.
James Montagnes

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

Copyright 1956 by Broadcasting Publications Inc.

In

FIRST PLACE AGAIN

KTLA *in Los Angeles*

tops

all other stations

in

Daytime Programming

Noon — 6:00 p.m.

Monday through Friday

KTLA	**4.1**
Station B (Network)	**3.9**
Station C	**3.3**
Station D (Network)	**3.0**
Station E (Network)	**2.5**
Station F	**.9**
Station G	**.7**

(February ARB)

KTLA

CHANNEL 5 LOS ANGELES

5800 Sunset Boulevard
Hollywood 28, California

Represented Nationally by
Paul H. Raymer Company

on-the-spot local news...*when* it happens, *where* it happens, *as* it happens!

Man the tape recorder! Roll out the mobile pick-up truck! Those little independents with the big pull of country music have stolen the show again with on-the-spot local news coverage 5 minutes before the hour. Write in . . . cash in for your client!

IN WASHINGTON, D. C.

WARL

5232 Lee Highway, Arlington, Va.
Kenmore 6-9000

IN NORFOLK, VA.

WCMS

Plume & Granby Streets
Madison 5-0525

Combination rates available on request

A NIGHT TO REMEMBER

RECREATING history is a difficult task, whose outcome is all too often either a dry-as-dust recitation of names, dates, places and facts or, swinging to the other extreme, an obviously hoked-up "fictionalization." To say, then, that *Kraft Television Theatre* succeeded admirably in its one-hour tv report of the sinking of the Titanic is no small praise.

Highlights: The casual way in which the captain of the Titanic ignored repeated warnings of icebergs ahead (a fact too incredible for a fiction writer to dare use). The impatient demand of the president of the steamship line for the Titanic's designer, who was explaining the extent of the damage caused by the collision and the length of time the ship would stay afloat, to "drop all the mathematics" and the quiet reply that unfortunately the fate of the ship and its passengers was a matter of mathematics. The lowering of partly filled lifeboats when there weren't nearly enough places to go around. The ignoring of the Titanic's rockets by the captain of the nearby S. S. California. And many more, right up to the concluding listing of the multiple "ifs" which, reversed, might have saved all who went down with the Titanic.

In telecasting the tragic story of the Titanic with its unspoken but effectively delivered moral of the inevitable results of cocksure complacency, Kraft's "A Night to Remember" gave every viewer a program to remember for a long time to come.

Production costs: Approximately $85,000.

Sponsored by Kraft Foods through J. Walter Thompson Co., on NBC-TV, Wed., 9-10 p.m. EST.

Book written by Walter Lord; adapted for tv by George Roy Hill and John Whedon; producer: Maury Holland; director: George Roy Hill; makeup: Bob O'Bradovich; costumes: Robert Mackintosh; art director: Duane McKinney; technical director: Bob Hanna; music composed and directed by: Wladimir Selinsky.

Narrated by Claude Rains with cast of 127.

LEGEND OF JIMMY BLUE EYES

TAKE a narrative ballad of the Robert W. Service variety telling the life story of a New Orleans trumpet player in dramatic verse, back it up with a hot jazz combo playing a non-stop medley of top Dixieland tunes, and wrap it up into a half-hour package and you'll have the formula for "The Legend of Johnny Blue Eyes," broadcast March 23 on the *CBS Radio Workshop* series. And if you are as expert as the *Workshop* people, you'll also have a top notch radio program.

Reading Edmund P. Brophy's verse epic of the hot trumpet man who sold his soul to the devil so he could "hit that note that wasn't there," William Conrad got full value out of a script far different from those he reads in his usual role of *Gunsmoke*'s Marshal Matt Dillon. Ray Noble's special score embraced the best of the New Orleans jazz classics and as conductor he kept his six-man blues group on the beat throughout the broadcast. Mannie Klein's trumpet was equally eloquent when representing that of Hot Lips Joe, who "blew til all the glass was broken, blew so hot the joint was smokin,'" or the battered horn of the hero when it "broke the windows, opened the door, raised the carpet off the floor," making those extravagant lines come true for the listeners at home.

William Froug, producer, and Sam Pierce, director, should feel well satisfied with their offbeat production.

Production costs: Approximately $1,700.

Broadcast sustaining on CBS Radio, Friday March 23, 8:30-9 p.m. EST.

Cast: William Conrad (narrator); Jimmie Dodd (Jimmy Blue Eyes); Roy Glenn, Sam Edwards, Nan Boardman, Tony Bennett, Jack Moyles, Lou Merrill and Georgia Ellis (voices); Mannie Klein, jazz trumpeter; Nat Farber, piano; Larry Breen, bass; Sammy Weiss, drums; Matty Matlock, clarinet, and Tom Peterson, trombone.

Writers: Original by Edmund P. Brophy, adapted by Sam Pierce; director: Sam Pierce; score arranged and directed: Ray Noble; producer: William Froug.

THE LONG WAY HOME

AS an eloquently simple, yet agonizing and terrifying picture of a heart attack victim's brush with death, "The Long Way Home" (*Schick Television Theatre's* adaptation of *Life* magazine's "A Stricken Man and His Heart") was documentary television at its very best. It must also have been reassuring to countless televiewers who are heart patients.

Aided by a skillful use of shadows, double images and spartan set, John Beal acted out the part of the actual victim, Burton J. Rowles, with a great deal of close identification and warmth. He was equally well supported by Rosemary Murphy as a sympathetic nurse, Mike Keene as an understanding physician, and Betty Lowe as his stoic wife. Narration by Robert Montgomery was unobtrusive yet forceful.

Production costs: Approximately $42,500.

Sponsored by Schick Inc., Lancaster, Pa., through Warwick & Legler, N. Y., alternate Mondays, 9:30-10:30 p.m. EST on NBC-TV.

Executive producer: Robert Montgomery; production supervisor: Joseph Bailey; director: John Newland; writers: Robert Wallace and Burton J. Rowles; scenery: Syrjala; production assistant: Jay Sheridan.

HEAVEN WILL PROTECT THE WORKING GIRL

THE SHOW belonged to Nancy Walker and Bert Lahr, on the *Sunday Spectacular*, "Heaven Will Protect the Working Girl." With extraordinarily able backing by Tony Randall, Janet Blair, Connie Russell and others, these two troupers milked the maximum from the script, even though the lines were not always well conceived.

Producer Max Liebman took an appealing theme, some nostalgic props and a superb cast and presented 90 minutes of fun, a production that may not have reached towering dimensions but certainly was scaled to fit a happy evening. However, towering is not too tall an adjective for Lahr and Walker. The memory of Lahr's wavering voice in a turn-of-the century musical lament, of Lahr as head of a sweatshop and again as the last of a family of floorwalkers, the memory of Nancy Walker clobbering subway antagonists with her pocketbook, her between-stops imaginary romances with men in the subway ads—the heroes all expertly played

NARTB CONVENTION

CHICAGO

APRIL 15 to 19th

RADIO **H-R** TELEVISION

TELEVISION INC.

REPRESENTATIVES, INC.

to our many friends

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
Jackson 8-1601

Right in your hands...

More Evidence that

kwtv

Oklahoma's Biggest TV Coverage

CBS

from world's tallest

at KWTV is Oklahoma's No.1 TV Station

A R B

February

Metropolitan OKLAHOMA CITY

WEEKLY NIGHTTIME SHOWS

K W T V has 34 of the top 50
has 16 of the top 20

... including these 8 of the top 10:

$64,000 Question	54.1
Ed Sullivan Show	47.5
I Love Lucy	47.4
Phil Silvers	44.2
December Bride	42.7
Lassie	42.7
Red Skelton	42.5
Name That Tune	42.3

Average AA rating (7 to 10 PM):

K W T V	33.1
Station B	26.4

CONTINUING DAYTIME DOMINANCE

K W T V leads in 144 quarter hour segments, and ties in 3, out of a weekly total of 200 quarter hour segments. (8 AM to 6 PM, Monday thru Friday)

9 CHANNEL

OKLAHOMA CITY

st man-made structure

EDGAR T. BELL, *Executive Vice. President*
FRED L. VANCE, *Sales Manager*

Represented by
AVERY-KNODEL, INC.

Wonderful M.C.
Talent galore,

Worried about lines,
Can't do more!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WJIM-TV
Channel 6
Lansing, Mich.

WSM-TV
Channel 4
Nashville, Tenn.

TELEPROMPTER SERVICE

Trademark registered U.S. Pat. No. 2935373 Other Patents Pending

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

IN REVIEW

by Tony Randall—all these will last for weeks of retrospective laughs.

Production costs: Approximately $185,000.

Sponsored by U. S. Rubber Co. through Fletcher D. Richards Co.; Lewis Howe Co. through Dancer-Fitzgerald-Sample; American Radiator & Standard Sanitary Corp. through BBDO, and Maybelline Co. through Best & Co. on NBC-TV in color and black-and-white, every fourth Sunday, 7:30-9 p.m. EST.

Cast: Bert Lahr, Janet Blair, Bob Carroll, Helen Gallagher, Tammy Grimes, Patricia Hammerlee, Tony Randall, Connie Russell, Nancy Walker; host: Art Linkletter.

Producer-director: Max Liebman; associate producer-director: Bill Hobin; choreographer: James Starbuck; writers: William Friedberg, Neil Simon; music director: Charles Sanford; choral director: Clay Warnick; orchestral arrangements: Irwin Kostal; choral arrangements: Clay Warnick, Mel Pahl; costumes: Paul du Pont; scene design: Frederick Fox; NBC supervisor: Hal Janis.

SEEN & HEARD

Dr. Frances Horwich *(Ding Dong School)* has been talking to the kiddies a long time. Maybe too long. Her new NBC Radio series of advice to parents ("Parents' Time" on *Weekday*, approximately 11:50 a.m.) sounds too goody-goody for grown-ups. Comments (on redesigning hand-me-downs) like "Won't that be fun?" would sit better with the kids.

If Dayton U.'s basketball squad had done as well in its game with Louisville U. in the NIT finals at Madison Square Garden a week ago Saturday (telecast by CBS-TV) as their cheer-leading "Flyerettes" did in their between-halves precision dance routines, Dayton would be the champ. The 24 college gals put on a 15-minute show that many a professional precision group on tv could envy.

Reflexes were the ruin of an actor who knocked over a prop tree on the March 25 *Appointment With Adventure* show (CBS-TV, 10-10:30 p.m.). That might have gone unnoticed; the howls came when he picked it up and neatly restored it to the set.

BOOKS

FACE YOUR AUDIENCE, edited by William Hodapp. Hastings House, 41 E. 50 St., New York 22, N. Y. 130 pp. $3.95.

THIS slender volume contains a collection of audition readings for actors, more than 25 selections ranging from Shakespeare to a tv coffee commercial and from complete sketches to brief excerpts, offering more than 50 possible readings for actors to use in showing their talents to prospective employers. The author, whose background includes writing, directing and producing for radio, television and the theatre, is now a television executive with Harold Stanfield Ltd., Montreal.

TRANSISTORS I, compiled by Dr. Irving Wolff. Distributed by *The RCA Review*, David Sarnoff Research Center, Princeton, N. J. 676 pp. $4.50.

A COLLECTION of 41 technical papers, prepared by RCA's corps of scientists and engineers and compiled by Dr. Wolff, vice president of RCA Research, this volume is designed for the technically-minded or the engineer trained reader as a handy guide for students of transistor theory. Only ten of the papers have previously appeared in print, but the volume also includes abstracts of 46 previously published technical reports of RCA scientists on transistors and semi-conductors.

IN WEALTHY WEST TEXAS

with the economical combination rate of KDUB-TV & KPAR-TV you now get BIG MARKET coverage... over 177,500 sets

K-DUB stations

CBS

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS
KDUB-AM
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

50,000 W

WVOK

690 KC

FIRST IN POWER

FIRST IN COVERAGE

FIRST IN AUDIENCE

EVERY HOUR — EVERY DAY

MONDAY Thru SATURDAY

NIELSON STATION INDEX Jan. 1956

1st

Birmingham, Alabama

Call Collect: **Ira Leslie—WVOK - WBAM National Sales, Birmingham 6-2924**

RADIO REPRESENTATIVES, INC. • NEW YORK, CHICAGO, HOLLYWOOD

MEMO: TO TIMEBUYERS, ACCOUNT EXECS WHO LIKE TO LEAD THE FOLLOWERS!

With the coming of major industries like GE's $5,000,000 plant now in operation, Roanoke is on the Go! And the one and only station that caters to this change in pace and taste . . . in the home, at work, in the car . . . day and night . . . is WROV!

HOW? With a compelling programming schedule of proven Music, Top Area Personalities, In-Person Local News and All Season Sports!

Exclusive '56 broadcasts of World Series Dodgers, first time in Roanoke!

Exclusive broadcasts of High School basketball and football from three local schools!

Exclusive Live coverage of local news, featuring voices of people in the news!

Exclusive producers of largest local contest ever run, Jr. Chamber of Commerce Dream Home. Dream Home Contest, presented with Jr. Chamber of Commerce!

Leading Local Personalities, Jerry Joynes, Jackson, Sid Tear!

More local advertisers hire WROV personalities, and programs to move merchandise than any other local station! They know it's the programs, not the power, people listen to and believe! In Roanoke, lead the followers with a localized selling campaign on Roanoke's only fulltime Music, News and Sports Station!

Represented by
BURN-SMITH CO., INC.

Ad ^MAN'S BEST FRIEND 1240 ON YOUR DIAL
WROV
Burt Levine, Pres.
ROANOKE, VIRGINIA

OPEN MIKE

To Amend Sec. 315

EDITOR:

The editorial comment you have given the elections bill sponsored by Sen. Knowland and myself [B•T, March 12] has been a genuine service. . . .

Eighty-five Senators have now joined as co-sponsors in this legislation and it should come before the Senate soon.

Thanks very much for your fine help on this.

Lyndon B. Johnson
Senate Majority Leader
Washington, D. C.

T'Ain't Funny, McGee

EDITOR:

Since Saturday, March 24, the date of his unfunny remark about radio, Perry Como's records have been included with Gordon MacRae's and Jimmy Durante's as those not given free air time by WETB. If 2,800 other radio stations would take this same action we would no longer have "real nice guys" and "comedians" biting the hand that fed and continues to feed them.

Berney Burleson, Asst. Mgr.
WETB Johnson City, Tenn.

[EDITOR'S NOTE: Como's comment, in response to a remark of Ann Blyth (guest on his NBC-TV program) that she used to sing on radio: "Oh, yes. That's the thing you turn on in your car to find out what time it is to know how fast you have to drive to get home to watch tv."]

Double Billing Trouble

EDITOR:

Both B•T and Mr. McKinney of KELD [Editorial: "Swat the Double-Biller," B•T, March 12] have done radio a dis-service in their approach to the problem of double billing.

During the past 14 years I have had close personal knowledge of the business handling of many newspapers and radio stations. My knowledge may only serve to point up a situation that exists only in Oklahoma, Texas and Arkansas (Mr. McKinney's state), but I rather think it is universal. Double billing is much more prevalent among newspapers than radio stations, yet radio takes the black eye and individuals and firms, with perfectly good intentions, such as B•T and Mr. McKinney, help give radio the black eye. . . .

Randall McCarrell, Mgr.
KHBG Okmulgee, Okla.

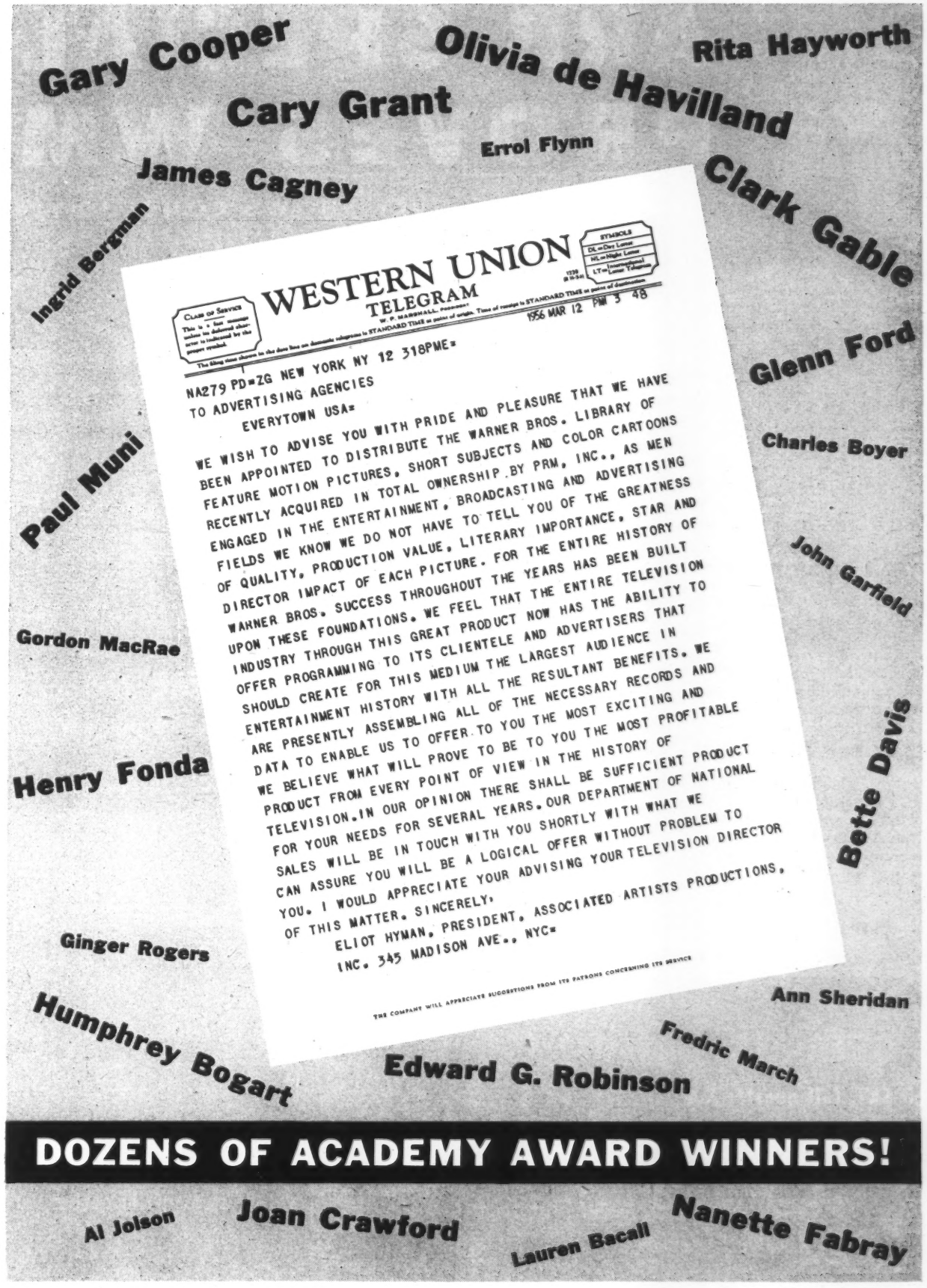
[EDITOR'S NOTE: Mr. McCarrell missed the point of B•T's editorial, whose target was the double-billing retailer who cheats the national advertiser to his own profit and to radio's disadvantage. It made no comparison of the sins or virtues of radio stations and newspapers, but cited ANA's feeling that it has reduced the problem by circulating the local rates of newspapers and endorsed ANA's proposal to collect and disseminate similar information from radio stations.]

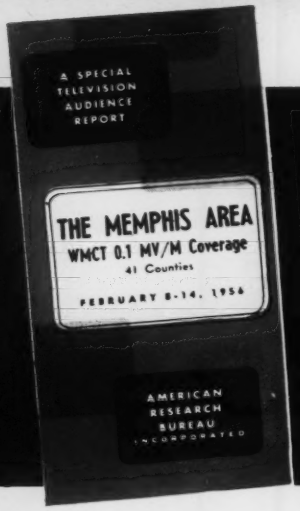
Glad to Help

EDITOR:

We very much need 30 copies of the latest TELESTATUS [with B•T, March 5] for one of our clients' salesmen. This client is very active in the tv field and we feel that this material would be very useful to them.

Eleanor Rainer
Television Dept.
Raymond Spector Co., New York


Gary Cooper
Olivia de Havilland
Rita Hayworth
Cary Grant
Errol Flynn
James Cagney
Clark Gable
Ingrid Bergman
Glenn Ford
Paul Muni
Charles Boyer
John Garfield
Gordon MacRae
Bette Davis
Henry Fonda
Ginger Rogers
Ann Sheridan
Humphrey Bogart
Fredric March
Edward G. Robinson
WESTERN UNION
TELEGRAM
W. P. MARSHALL, President
1956 MAR 12 PM 3 48
NA279 PD=ZG NEW YORK NY 12 318PME=
TO ADVERTISING AGENCIES
EVERYTOWN USA=
WE WISH TO ADVISE YOU WITH PRIDE AND PLEASURE THAT WE HAVE BEEN APPOINTED TO DISTRIBUTE THE WARNER BROS. LIBRARY OF FEATURE MOTION PICTURES, SHORT SUBJECTS AND COLOR CARTOONS RECENTLY ACQUIRED IN TOTAL OWNERSHIP BY PRM, INC., AS MEN ENGAGED IN THE ENTERTAINMENT, BROADCASTING AND ADVERTISING FIELDS WE KNOW WE DO NOT HAVE TO TELL YOU OF THE GREATNESS OF QUALITY, PRODUCTION VALUE, LITERARY IMPORTANCE, STAR AND DIRECTOR IMPACT OF EACH PICTURE. FOR THE ENTIRE HISTORY OF WARNER BROS. SUCCESS THROUGHOUT THE YEARS HAS BEEN BUILT UPON THESE FOUNDATIONS. WE FEEL THAT THE ENTIRE TELEVISION INDUSTRY THROUGH THIS GREAT PRODUCT NOW HAS THE ABILITY TO OFFER PROGRAMMING TO ITS CLIENTELE AND ADVERTISERS THAT SHOULD CREATE FOR THIS MEDIUM THE LARGEST AUDIENCE IN ENTERTAINMENT HISTORY WITH ALL THE RESULTANT BENEFITS. WE ARE PRESENTLY ASSEMBLING ALL OF THE NECESSARY RECORDS AND DATA TO ENABLE US TO OFFER TO YOU THE MOST EXCITING AND WE BELIEVE WHAT WILL PROVE TO BE TO YOU THE MOST PROFITABLE PRODUCT FROM EVERY POINT OF VIEW IN THE HISTORY OF TELEVISION. IN OUR OPINION THERE SHALL BE SUFFICIENT PRODUCT FOR YOUR NEEDS FOR SEVERAL YEARS. OUR DEPARTMENT OF NATIONAL SALES WILL BE IN TOUCH WITH YOU SHORTLY WITH WHAT WE CAN ASSURE YOU WILL BE A LOGICAL OFFER WITHOUT PROBLEM TO YOU. I WOULD APPRECIATE YOUR ADVISING YOUR TELEVISION DIRECTOR OF THIS MATTER. SINCERELY,
ELIOT HYMAN, PRESIDENT, ASSOCIATED ARTISTS PRODUCTIONS, INC. 345 MADISON AVE., NYC=
THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE
DOZENS OF ACADEMY AWARD WINNERS!
Al Jolson
Joan Crawford
Lauren Bacall
Nanette Fabray



NOW THE FACTS ARE IN

ARB SPECIAL M
PROVES WMC

41 COUNTY SURVEY SHOWS CONCLUSIVELY WM

During the period of February 8th through 14th, 1956, the American Research Bureau (ARB) undertook an area study of the 41 counties within WMCT's Memphis 0.1 MV/M coverage area. The results, in audience and in viewing preferences, confirmed beyond question . . .

. . . THAT WMCT, MEMPHIS, IS FIRST IN PROGRAMMING PREFERENCE THROUGHOUT THE 414,392 TELEVISION HOMES WITHIN THIS AREA.

. . . THAT THE PREFERENCE FOR WMCT, GREAT AS IT IS IN URBAN MEMPHIS, IS OVERWHELMING IN THE 279,392 TV HOMES OUTSIDE OF MEMPHIS, COMPRISING APPROXIMATELY 2/3 OF THE ENTIRE AUDIENCE.

AN IMPORTANT TOOL FOR TIME BUYERS

This is the first such territorial TV audience study made in the Memphis area. Always in the past, our ratings have been projected to get the total audience, since previous ratings were wholly urban. Now for the first time, this area study delivers both ratings in urban Memphis as well as the great area surrounding Memphis . . . ratings that show a much larger audience for WMCT than previously arrived at by projections of urban ratings alone.

WHAT DOES IT PROVE?

This area study proves that most people in Memphis and the Mid-South like WMCT programs best. It is as simple as that. We have programmed to our entire audience, since our inception in 1948. Memphis and the Mid-South viewers have come to expect from WMCT the programs that they prefer. It is a habit that has been built over the years.

We are continuing to analyze our audience, to program in their best interests, constantly.

Thus we have made friends out of our viewers . . . fast friends, loyal friends, who in turn become your loyal customers.

THE FACTS PROVE

WMCT's **NIGHTTIME** *dominance*

In the 60 quarter hour periods in the times from

7:00 P.M. to 10:00 P.M. (Mon. through Fri.)

WMCT leads in **30** quarter hr. periods

Station "B" leads in 23 quarter hr. periods

Station "C" leads in **7** quarter hr. periods

THE FACTS PROVE

WMCT's **DAYTIME** *dominance*

The figures below show a strong preference for WMCT in daytime quarter hours:

7 A.M. to 12 NOON (MON. through FRI.)

WMCT leads in **57** quarter hrs. out of 1

Station "B" leads in 40 quarter hrs. out of 100

Station "C" leads in **2** quarter hrs. out of 65

12 NOON to 5:00 P.M. (MON. through FRI.)

WMCT leads in **45** quarter hrs. out of 1

Station "B" leads in 33 quarter hrs. out of 100

Station "C" leads in **21** quarter hrs. out of 100

THE FACTS PROVE

WMCT's **OVER-ALL** *dominance*

SUN. through SAT. (all quarter hours)

WMCT leads in **197** quarter hr. periods

Station "B" leads in 160 quarter hr. periods

Station "C" leads in **105** quarter hr. periods

It is particularly significant that among the top shows with ratings of 30.0 or better, WMCT had 11 of the top 18, station "B" had 5, station "C" had 2.

Thus, from 7:00 A.M. through 5:00 P.M., the facts prov conclusively that through the day, everyday, most folks in Memphis and the Mid-South prefer WMCT by a wide margin.

MPHIS AREA STUDY
DOMINANT FIRST

LIVERS . . . **Biggest Audience... Greatest Coverage**

1. Shelby, Tenn.
2. Fayette, Tenn.
3. Hardeman, Tenn.
4. McNairy, Tenn.
5. Chester, Tenn.
6. Madison, Tenn.
7. Gibson, Tenn.
8. Dyer, Tenn.
9. Crockett, Tenn.
10. Haywood, Tenn.
11. Lauderdale, Tenn.
12. Tipton, Tenn.
13. Pemiscot, Mo.
14. Dunklin, Mo.
15. Mississippi, Ark.
16. Crittenden, Ark.
17. Phillips, Ark.
18. Lee, Ark.
19. St. Francis, Ark.
20. Cross, Ark.
21. Poinsett, Ark.
22. Craighead, Ark.
23. Greene, Ark.
24. Jackson, Ark.
25. Woodruff, Ark.
26. Monroe, Ark.
27. Coahoma, Miss.
28. Tunica, Miss.
29. DeSoto, Miss.
30. Tate, Miss.
31. Quitman, Miss.
32. Tallahatchie, Miss.
33. Panola, Miss.
34. Yalobusha, Miss.
35. Lafayette, Miss.
36. Marshall, Miss.
37. Benton, Miss.
38. Tippah, Miss.
39. Union, Miss.
40. Pontotoc, Miss.
41. Alcorn, Miss.

1st ...by far in MEMPHIS and the Mid-South!

WMCT
MEMPHIS

100,000 WATTS • NBC BASIC

CHANNEL 5

Owned and operated by THE COMMERCIAL APPEAL

National Representatives The Branham Co.

SHREVEPORT'S
HIGHEST RATED
TV NEWS & WEATHER
are on
KSLA-TV

DON OWEN, KSLA-TV News Director

AL BOLTON, KSLA-TV Weatherman at the weather board.

6:00 PM NEWS AND WEATHER
KSLA-TV. . . . 24.8
Station B 5.9

10:30 PM NEWS AND WEATHER
KSLA-TV. 9.5
Station B 3.8

Based on ARB Survey on television viewing — week of October 9-15.

- Full time local film photographer
- Full time local reporter
- A. P. Wire Service
- Direct wire to U. S. Weather Bureau
- Proven audience acceptance

Full Power Basic CBS-TV

See your Raymer man for full details.

KSLA 12 CHANNEL

FIRST IN SHREVEPORT, LOUISIANA

our respects

to WILLIAM EDWARD WALKER

FRIENDS of William Edward Walker since his college days are not the least bit surprised at his Horatio Alger-like climb to success in broadcasting and related fields.

Not only did he pay his own way at Wisconsin State and the U. of Wisconsin through a variety of jobs—ranging from dishwashing to reporting—he was graduated from the latter school in 1921 with $3,000 in the bank! Add to this the fact that he managed to win top scholastic honors in law, was elected to Phi Beta Kappa, Beta Gamma Sigma, Phi Alpha Delta and was made an honorary member of Alpha Delta Sigma.

The versatility and drive which Bill Walker displayed as a student have continued to be very much in evidence in his business career. A pioneer in the fields of radio and television broadcasting, advertising agency work and syndicated film production, today he is president of corporations that have built five radio stations, purchased two others and have constructed one television station. He also is a director of Guild Films Inc.

After graduation from college, Mr. Walker, a native of La Crosse, Wis., became assistant to the president of the First National Bank of Madison, married Edna Blied, member of a prominent Madison family, and spent his $3,000 in one day on furniture. He wrote two books on banking which were published by the Bankers Publishing Co. of New York, but despite this impressive start in the financial world, he resigned in 1923 to start his own advertising agency, the W. E. Walker Co. He operated the agency until early in 1942, at which time he joined the Army and turned over his business to a competitor.

Bill Walker's first venture into radio came in 1929 when he built WISJ for the Wisconsin State Journal. He consolidated this station with WIBA Madison in 1931 and served as manager for 10 years.

Operating an agency and managing WIBA, however, failed to produce enough activity for the energetic Mr. Walker. In 1937, he became president of the Northern Broadcasting Co., which built WSAU Wausau, Wis. (sold to the Milwaukee Journal Co. in 1946). He also was president of KXGI Inc., which purchased KXGI Ft. Madison, Iowa, and sold it a few years later.

In 1939, he became president of the M & M Broadcasting Co., builder of WMAM Marinette, Wis. He still holds this post in the corporation, which later built WESK Escanaba, Mich., and more recently WMBV-TV Green Bay-Marinette, an NBC outlet.

In addition, Mr. Walker is president of the Beaver Dam Broadcasting Co., which built and still operates WBEV Beaver Dam, Wis., and president of the Rock River Broadcasting Co., which purchased WRRR Rockford, Ill., early last year.

Closely associated with Bill Walker in the management of these radio and tv properties is Joseph D. Mackin, general manager of WMBV-TV and WMAM, who also has a substantial interest in all the other properties.

Mr. Walker became active in the syndicated film business shortly after Reub Kaufman, president of Guild Films, acquired film rights to *Liberace* and *Life With Elizabeth*. As a stockholder and director of the company, he has played an important part in the company's development.

His business career has been interspersed through the years with outstanding work of both a military and governmental nature. In World War I, he progressed from seaman to lieutenant in the Navy, and in World War II he went from captain to lieutenant colonel in the Army, where he was in charge of recruiting and training for the Secret Intelligence Branch of the Office of Strategic Services. He declined appointments as financial advisor to both the Greek and Korean governments, but was special assistant to J. A. Krug, chairman of the War Production Board, and was for several years assistant to Oscar Rennebohm, when Mr. Rennebohm was governor of Wisconsin. Serving as an officer of various civic organizations also has occupied much of Mr. Walker's time.

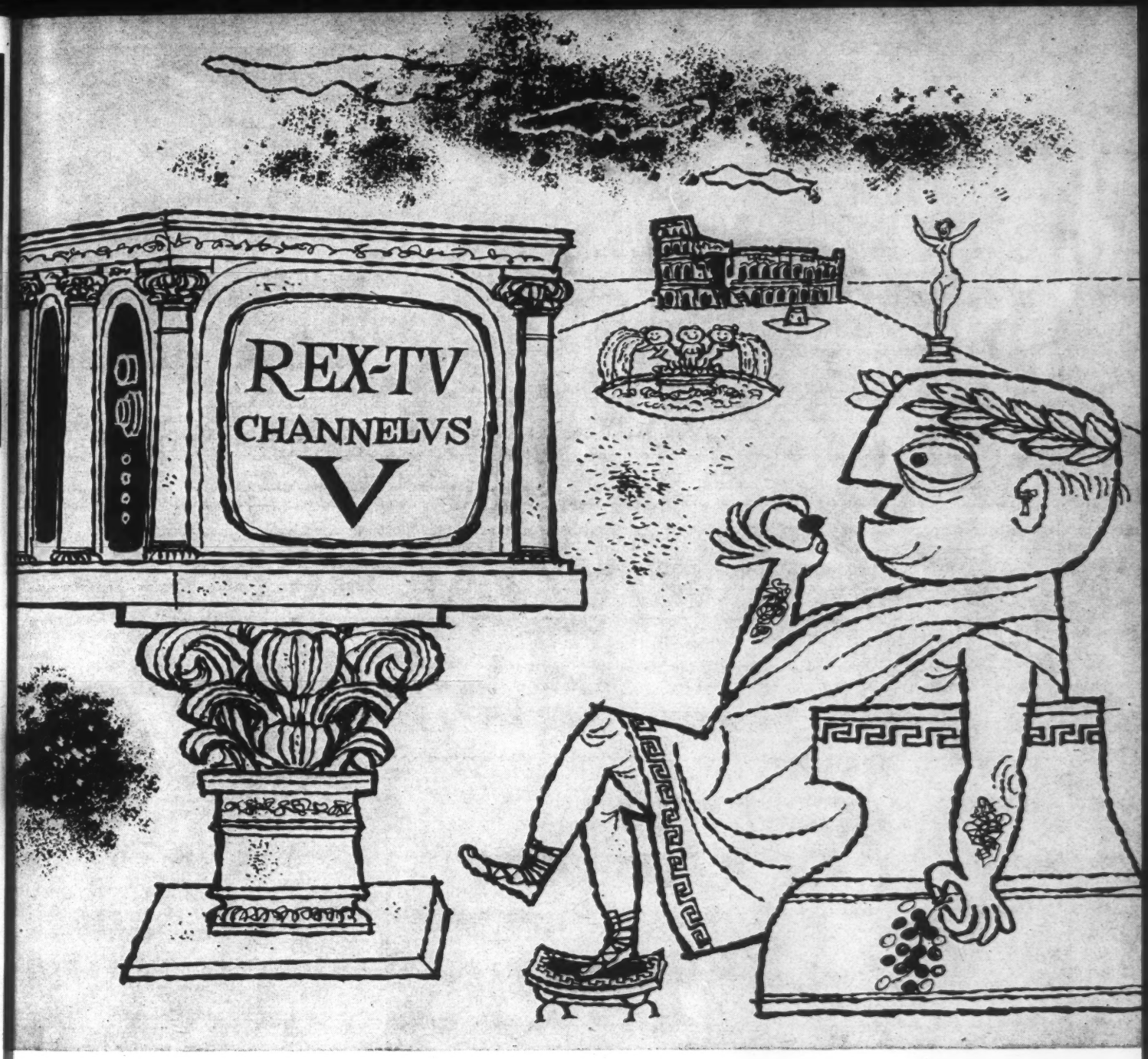
Broadcasting Success: A Formula

What makes for success in the broadcasting business? Bill Walker believes that the prime function of a radio or television station, both from the viewpoint of public service and financial success, is to acquire circulation and "that can be accomplished by giving people what they want."

"Once circulation is established, advertising results for advertisers are certain if their merchandising is handled properly," he says. "And, of course, when results are certain, business volume for the station is almost automatic."

Mr. Walker will tell you that he has never sought to own control of any station. Instead, he has associated himself with "capable ambitious young men who have been encouraged to acquire a stock interest, so we are always working together for a station's welfare, knowing that when a station serves its community well, it is bound to profit accordingly."

One of the "capable, ambitious" young men of whom Mr. Walker speaks is his son, William R. Walker, manager of WMBV-TV.



E PLVRIBVS VNANIMVS

When in Rome do as the Romans do. In the Seattle-Tacoma area more national spot advertisers choose KING-TV than any other station. To best showcase your client's product in this vital market . . . specify KING-TV.

ABC—Channel 5
100,000 Watts
Blair TV

FIRST IN SEATTLE

KING-TV

5th Annual Convention

American Women In Radio And Television

April 26 - 29, 1956

HOTEL SOMERSET

Boston, Massachusetts

WORKSHOPS
PANELS
SPEAKERS
INTERVIEWS
ENTERTAINMENT

Registration: $15 — limited to active and associate membership of AWRT.

FOR FURTHER INFORMATION, WRITE:

AWRT, INC.
Room 5634
70 EAST 45th STREET
New York 17, N. Y.

BERNARD ALBEN

on all accounts

AT THE tender age of nine, Bernard (Rusty) Alben, now of Peck Adv., New York, hooked up his father's discarded office intercom system at home and began "broadcasting" parodies of the singing commercial.

Since then, he has repented by doing everything in his power to propagate the spot commercial in his dual capacity as timebuyer and radio-tv production manager.

Among the clients he services are Old Dutch Coffee Inc.; Bruns, Nordeman & Co., New York investment brokers; Francis H. Leggett & Co. (Premier foods); Sweet-Orr & Co. (men's workwear); D'Orsay Sales Co. (D'Orsay perfumes), and Van Munching & Co. (Heienken's beer importers), all New York.

Though his initial agency job following his graduation from Syracuse U. in 1951 was with the raidio-tv department of Al Paul Lefton, New York, Mr. Alben insists that his first broadcast sales experience was gotten *circa* 1941. At that time, when most of his contemporaries limited their merchandising experience to collecting box-top premiums, young Rusty was mailing network and "domestic" (i.e., his own) program schedules to his Brooklyn, N. Y., relatives, advertising not only Sunday evening listening fare but his Mother's cookies as well.

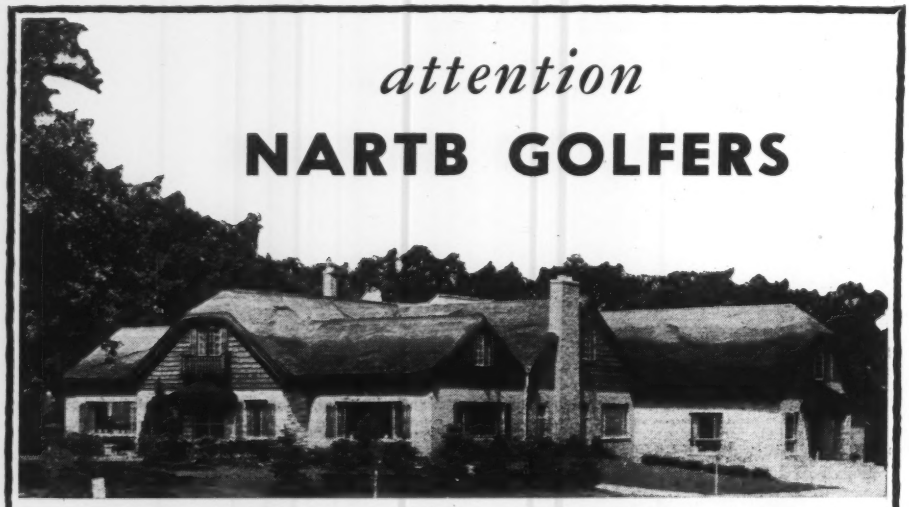
Still a firm believer in backing the broadcast advertising dollar with local merchandising, Mr. Alben says "there's no magic in advertising alone that will compensate for lack of salesmanship." At Peck, he points out, all broadcast campaigns are supported by local merchandising. "We think it's worth giving the distributor or dealer the feeling that his ads haven't been bought by remote control."

At Syracuse, Mr. Alben majored in radio and television. He met and courted his wife —the former Ruth Winokoor of New Bedford, Mass., now a WCBS New York producer— while both were actively putting shows together at WAER, the campus station; she as an actress, he as producer. He attributes his "smooth telephone manner" to WAER's low position on the fm band. "Since our signal was picked up by more tv than fm sets in Onondaga County," he recalls, "we had to answer a lot of phone queries with, 'well, yes, madam—we *know* you can't get our video. You see, we don't have any'."

The Albens live in uptown Manhattan. Their apartment—to quote the distaff side of the family—is crammed full of trivia, what with "one parakeet, close to a fortune in hi-fi components, and a thousand-odd pieces of Rusty's Rolleiflex equipment." Mr. Allen lists his Army Reserve activities (once a week, 2 weeks in the summer) as a "hobby."

attention

NARTB GOLFERS



B•T's annual Blind Bogey Golf Tournament will be held Sunday, April 15, at the 27-hole Midwest Country Club (above), Hinsdale, Ill. Over 20 prizes, including B•T's silver trophies for low gross and low net, will be awarded. Tee-off time is 9:30.

MAIL THIS RESERVATION TODAY, TO:
BROADCASTING • TELECASTING 1735 DeSales St., N.W., Wash., D. C.

Name .....

Address .....

Firm .....

I will want a ride to the club ☐

April 15 ***Tee-off time: 9:30 a.m.***

"this daily double always wins.."

The gentleman with the facial foliage there – that's Armand, friend and host to constellations of celebrities at New York's famous Louis & Armand's. Few doors off Madison Avenue, you know. Let's listen in.

Young man with the blonde looker is talking about a sure thing in daily doubles. "Can't miss," he says. "Comes in first every time! Smartest place in Maine to place your bets."

"Maine?" says Armand. "They got a track up there now?"

"A clear track," the young fellow tells him. "And you can really romp home in the nine big-money counties. Paid off half-a-billion in retail sales last year. We call it the WABI Sweepstakes . . . a sure daily double with WABI running for you in radio, WABI-TV in television. Wouldn't think of making up a spot schedule without *those* two."

"That's what I like about him," sighs the blonde. "He's *so* smart."

You can be smart, too. Win yourself double coverage in the richest part of Maine with this WABI-&-WABI-TV combination. They work together like (you might say) Louis & Armand . . .

wabi AM TV

Represented by: George P. Hollingbery – Nationally
Kettell-Carter – New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

PULSE Says WPTF Is Also A

Home Town HERO

More North Carolinians listen to WPTF than to any other station, BUT what about the listeners right in metropolitan Raleigh . . . WPTF's home bailiwick? Is it possible to program for a state-wide audience and still keep 'em happy at home? Here's the latest weekly Cumulative PULSE Audience Report on Wake County. More proof that WPTF is the Number One Salesman in the South's Number One State.

% OF TOTAL RADIO HOMES REACHED BY EACH STATION

	6 AM-12 Noon	12 Noon -6 PM	6 PM-6 AM	Total Week
WPTF	70.4	74.6	81.1	92.7
Station A	48.4	50.4	48.2	77.4
Station B	29.6	48.4	50.4	76.6
Station C	42.2	53.4	38.2	72.1
Station D	17.9	16.5	*	30.2
Station E	20.2	19.9	*	29.9
Station F	6.7	5.1	5.1	11.4
Station G	3.2	3.0	2.0	5.1

WPTF

50,000 Watts 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

WPTF NCS Coverage Map

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

Peters, Griffin, Woodward, Inc., National Representatives

*MARKET DATA**

	NCS Coverage		NCS Coverage
Population	2,940,700	Food Sales	$428,452,000
Families	690,200	General Merchandise Sales	248,926,000
Radio Families	672,945	Furniture-House-Radio Sales	107,054,000
Net Effective Buying Income	$2,737,392,000	Automotive Sales	407,991,000
Retail Sales	1,933,439,000	Drug Sales	54,304,000
		Gross Farm Income	847,300,000

*Source: Sales Management Survey of Buying Power, May 10, 1955.

BROADCASTING TELECASTING

April 2, 1956 Vol. 50, No. 14

HEAT'S ON FOR EARLY ACTION TO UNSNARL TV ALLOCATIONS

- FCC makes full-dress request for government vhf channels
- Senate considers mandate to FCC for quick uhf-vhf cures
- But Senators are told facilities mess isn't only problem
- Networks are charged with illegally strangling competition

THE PRESSURE was put on the government last week to do something—and fast—about breaking up the television log-jam.

And the government was beginning to respond to the pressure.

Item: The FCC, hoping to produce soon a reallocations proposal to cure defects in the present tv structure, made a major effort to free some vhf channels from government service.

Item: Several senators were seriously considering the introduction of a Senate resolution instructing the FCC to come up with television repairs by June 1. What the senators were known to be studying was a "sense of the Senate" resolution which would not be legally binding on the FCC but would have the practical force of a senatorial mandate. Such a resolution was proposed last week by Ernest Lee Jahncke, ABC vice president, in testimony before a Senate committee (see below). An actual draft, it was learned, was also circulated coincidentally from other sources.

Whether the FCC could meet a June 1 deadline—if the Senate asked it to—was largely up to several other branches of the government. The FCC was awaiting an answer from the Office of Defense Mobilization to a request for the release of vhf channels to commercial use.

The FCC made its plea at a full-dress meeting last Thursday with executives of ODM and of other government departments which maintain communications using vhf frequencies (see below). At the end of the meeting FCC commissioners were understood to be of the impression that ODM would say yes or no within a week or 10 days. Meanwhile, the FCC could make little progress in preparing a reallocations proposal.

The senatorial and FCC developments came in a week that also produced some of the liveliest and most controversial proposals yet advanced for increasing the opportunities for tv growth and competition.

Antitrust Violations Charged In Option Time, Must Buys

THE tv networks last week expounded their views on tv allocations before the Senate Commerce Committee. But their testimony was overshadowed by that of an independent tv station operator who charged the networks with violating the antitrust laws.

Delivering a lengthy indictment of "time option," "must buy" and "exclusive dealing" features of network affiliation contracts, Richard A. Moore, president of KTTV (TV) Los Angeles, said these network practices were in restraint of trade and suggested the FCC amend its rules to prohibit the first two practices and modify the last.

CBS and NBC declined to comment on Mr. Moore's remarks, sticking to the subject of allocations. They are due to return in May to testify on their affiliation policies and practices. However, Ernest Lee Jahncke Jr., ABC vice president and that network's witness last week, took the stand immediately after Mr. Moore and said he "completely disagreed" with the latter's remarks.

Here's how the Monday-through-Wednesday Senate hearing developed:

• KTTV's Mr. Moore, accompanied by other station officials and Harvard U. Law School Prof. Donald Turner, charged that networks' time option, must buy and exclusive dealing practices with affiliates were violations of antitrust laws and were harmful to the affiliates, independent film producers and syndicators, talent, independent tv stations, advertisers—local, regional and national—and the public.

He asked that FCC regulations be amended to prohibit time options and must buys and that a station be prohibited from accepting more than 75% of its programming from any one source in a 52-week period, with exceptions for public events and similar programming. Dr. Turner, who teaches a course in antitrust law at Harvard, backed up Mr. Moore's testimony and said he, too, believes the network practices to be restraints of trade.

• Sen. John W. Bricker (R-Ohio), the committee's ranking Republican, expressed agreement with Mr. Moore and reiterated previous statements that he thinks networks should be regulated by the FCC as public utilities. He submitted a long list of questions asking about KTTV's experiences as a former CBS and DuMont Network affiliate, Mr. Moore's opinions on various network transactions and whether he felt FCC regulations of networks tended toward regulation of rates for programs. Sens. John O. Pastore (D-R. I.) and Charles E. Potter (R-Mich.), who alternated in presiding over the three-day hearings, also indicated extreme interest in Mr. Moore's charges.

• Mr. Jahncke, ABC vice president and assistant to the president, asked that Congress mandate FCC to issue its reallocation plan by June 1 and complete processing of all pending tv applications by Sept. 1. He said senators also should consider interim regulations of vhf stations in "monopoly and duopoly markets" under which such stations in two-vhf markets would be required to share their facilities equally among the three networks. He said new vhfs should be kept out of present predominantly uhf markets where deintermixture is proposed and called for implementation of ABC's proposals to the FCC for deintermixture, drop-ins and additional vhf channels and use of some educational vhfs commercially.

WITNESS Richard A. Moore, president and general manager of KTTV (TV) Los Angeles, tells the committee of his opposition to network control of prime tv hours. In his corner (l to r): Jack O'Mara, promotion and merchandising director, KTTV; Donald F. Turner, professor, Harvard Law School; Lloyd Cutler, Washington counsel for KTTV, and John Vrba, KTTV vice president. Mr. Moore charged networks with violating antitrust laws.

• CBS Engineering Vice President William B. Lodge said deintermixture was not the answer at this late stage and called for implementation of CBS Plans I and II, now before the FCC in its current reallocations rulemaking. Plan I calls for "controlled vhf drop-ins" and other vhf moves to increase from 52 to 84 the number of three-vhf markets in the top 100. Plan II would employ up to seven additional channels, acquired from the military, to increase the number of three-vhf major markets and establish low-power vhf community tv stations.

• NBC Vice President Joseph V. Heffernan

said uhf could be saved by deintermixture, without disrupting existing services, and by removal of the 10% federal excise tax on all-channel color tv sets. He reiterated NBC's proposal that the FCC deintermix enough to create some predominantly uhf area, encourage operation of uhf in intermixed markets by multiple owners and others and permit uhf directional antennas, boosters and translators and higher powers.

• Sens. Pastore, Andrew F. Schoeppel (R-Kan.) and Potter and all three network witnesses agreed tax relief for uhf would help solve uhf's troubles. Mr. Heffernan asked senators to express their views to congressional leaders and executive department that uhf be given protection as an "infant industry," in the advent of color, by removing the tax on color all-channel sets. Sen. Pastore in turn asked that the FCC express its views to the Treasury Dept. in favor of eliminating the tax.

Next phase of the Senate committee's hearings will be held the week of April 23 on subscription tv. Network affiliation practices are planned for hearings in early May, Kenneth A. Cox, the committee's counsel heading the investigation, said last week.

MONDAY

Mr. Moore read a 50-page paper and submitted a 6-page appendix criticizing network "option time," "must-buy" and "exclusive dealing" practices in television and furnished suggested amendments to FCC regulations which would prohibit the first two practices and modify the last.

He said KTTV was owned 49% by CBS from the time it began operation Jan. 1, 1949, to April 1951, when the network sold its KTTV interest to the present licensee, the Los Angeles *Times*, and acquired 100% ownership of another Los Angeles station.

The tv industry, he said, is not being conducted on "normal practices of free enterprise," nor responding to "the same basic economic forces which promote the development of other industries." He said certain restrictive agreements imposed by networks on affiliates "are readily and immediately curable" by simple amendments to FCC regulations.

He said "must buy" and "time option" policies of networks (1) restrict the tv licensee from exercising its own judgment in programming in the public interest, (2) restrict advertisers, large and small, from using tv on a freely competitive basis, (3) restrict creative talent from presenting its products on tv and (4) restrict unaffiliated stations from presenting "the finest possible programming service."

Mr. Moore added that the three network presidents in New York decide what the American public shall see and not see. He said the FCC reported unfavorably on time options in 1941, but later permitted limited use of them "under great pressure from the network companies" as a "business convenience."

Now, Mr. Moore said, the tv network has "virtually complete control" over what is broadcast by affiliates during prime evening hours. Citing the recent NBC-Westinghouse station swap, he said that if "threatened loss of affiliation" can make a licensee as strong financially as Westinghouse come to terms, the ordinary affiliate will find it hard to resist a network's request for clearance of option time—or even station time—on pain of "financial ruin."

Mr. Moore said an independent tv film producer or syndicator, to produce a good program must sell it in virtually all the important markets in the country. To sell it he must find a sponsor—national, regional or local—in each market, and to do this he usually must find a good time period in each market. But in most markets all the good time periods are under option to a network, thus preventing the syndicator from selling his show, Mr. Moore said.

The only way a film producer can be assured of time periods in sufficient markets is to sell the program to a network or a network advertiser. Naturally, networks prefer their own shows to those produced by an independent company, he said.

"Must buy" agreements also limit the opportunity of the independent film producer to sell to advertisers who do not have complete national distribution and who thus do not want the whole "must buy" list, Mr. Moore added.

The "must buy" agreements also hurt the advertiser who can't afford to buy the whole list or who does not wish to offer his products in certain markets on the list, he added. Time options hurt the local or regional advertiser who cannot get prime time because of network options and injure the national advertiser who has his own program but can't get prime time for it for the same reason, Mr. Moore said. He cited a statement by NBC Board Chairman Sylvester L. Weaver to the effect that tv "means the difference between life and death for the average business concern" [B•T, Feb. 28, 1955].

Mr. Moore said KTTV often has offered a time period to a national advertiser with national rights to his own program, only to be told by the advertiser or his agency that the program must be placed on the network station in Los Angeles so the advertiser can obtain clearance on network affiliates elsewhere.

He said KTTV once secured an order from an advertiser for one program, but that the agency claimed pressure from a network to put this show on the network's station in Los Angeles. He said the agency told him the network threatened not to clear time for another show handled by the same agency for another advertiser unless the first show was put on the Los Angeles network station. Thus KTTV lost the first show, he said.

KTTV once secured time for a show on several West Coast stations, he said, but the advertiser had to accept less desirable times on network stations so the network would clear time on affiliate stations in the remainder of the country.

He said the restrictive effect of time options makes it "more and more impractical" for an independent station to compete with network programming through use of syndicated film.

The film producer, without a guaranteed network release, can seldom afford to produce a series, and few are forthcoming, despite KTTV being "ready and eager to buy new syndicated programs," Mr. Moore said. He cited examples which he said showed that even when KTTV guaranteed release of programs in as many as 11 western states, the station lost them because the networks were able to offer a larger number of markets through time options.

Mr. Moore said the "primary" network argument in support of time options is that programs must be simultaneously broadcast throughout the country; yet, he said, approximately half the network programs during prime viewing time are on film.

Dr. Turner said time options were "virtually identical" with the block booking prohibited in the Paramount case. He said the Dept. of Justice has not acted on time options and "must buys" because of the "overhang" of FCC's Chain Broadcasting Regulations, which "purportedly justify time options."

He said the Justice Dept. wants the must buy practice tested first by the FCC before acting against the tv industry. He said it "can be argued" that FCC has no power to ratify practices which the antitrust laws would prohibit and that the Commission would exceed its powers in attempting to do so.

He said that under FCC's and Justice's "concurrent jurisdiction" in antitrust laws, Justice could move initially if it wanted to, but that it might be better to work cooperatively with the FCC. He said that since the Chain Broadcasting regulations were promulgated years before the Supreme Court decisions in the movie cases, FCC might not have approved time options if the agency had had the Supreme Court decisions to go by in 1941.

Referring to time options and must buy practices, Dr. Turner said the former movie practices "cover this situation like a blanket."

He said there is some doubt Sec. 3 of the Clayton Act deals with sale of advertising, but that if the practices go far enough (which he felt they do), they would violate Sec. 1 of the Sherman Act. Dr. Turner added that the so-called "rule of reason" does not permit argument as to the benefits of practices tending toward creating trusts or whether an industry performs well. The law does not permit good trusts or bad ones, he said.

He said that at any rate, since the network practices represented a combination (of affiliate stations), it is not necessary to show a violation of Sec. 1 of the Sherman Act.

Dr. Turner, referring to questions submitted by Sen. Bricker, said there is no doubt television is clothed in the public interest sufficiently to warrant public utility regulation if "deemed appropriate." If networks claim a high degree of "market power" is essential to the functions of the industry, they have "simply made a case" for public utility regulation, he said.

Dr. Turner added, however, that he did not think it would be wise to "rush pell mell" into public utility regulation, which he described as

ABC's Frank Marx, Robert Hinckley, Ernest Lee Jahncke

CBS' William Lodge

NBC's Joseph Heffernan

THEY'RE STILL LOOKING FOR THOSE EXTRA CHANNELS

PORTION of top-level intergovernmental conference held Thursday to discuss FCC's request for additional vhf channels for tv from military spectrum is shown here. Seated at head of table (l to r): FCC Chairman George C. McConnaughey (under flag), Defense Mobilizer Arthur S. Flemming and ODM Telecommunications Director Maj. Gen. Jerry V. Matejka, USA (Ret.). On left side of conference table are (l to r): FCC Comrs. Edward M. Webster, Rosel H. Hyde, John C. Doerfer, Robert T. Bartley (back of head showing). On the right side of table (l to r): Robert C. Lanphier Jr., deputy assistant secretary, and Russel H. Hughes, director of communications, both Supply and Logistics, Dept. of Defense. In right background: Deputy ODW Telecommunications Director F. C. Alexander.

"THE joint exploration is still continuing." That was the announcement late Thursday following a full-scale meeting between the FCC and officials of the Office of Defense Mobilization, Dept. of Defense and Dept. of Commerce.

The meeting had been scheduled to hear the final decision of government officials on the FCC's request for additional vhf frequencies for tv—to be secured mainly from military channels. The only reason given for the failure to receive final word was the "complexities of the situation," according to one source.

A final decision should be apparent in a week or 10 days, it is believed.

At the same time, it became obvious that the FCC was marking time in its allocations deliberations pending a final determination whether additional vhf channels would be available. If additional vhf frequencies are placed at tv's disposal, it is understood, the FCC can then proceed in its study of the allocations picture with major emphasis on vhf assignments and lesser concern with uhf. If vhf channels do not become available, it is presumed the Commission must study means of utilizing the present uhf channels.

The third allocations meeting took place last Tuesday. A similar meeting is scheduled for tomorrow. As in the first two meetings, the commissioners and staff discussed various proposals which have been submitted in the more than 500 comments and counter-comments filed in the allocations proceeding. As before, no discernible pattern has yet evolved, it was indicated by conferees.

The Thursday meeting with ODM and other government officials was led by Defense Mobilizer Arthur S. Flemming. The full FCC was present, including Chairman George C. McConnaughey, Comrs. Edward M. Webster, Rosel H. Hyde, John C. Doerfer, Robert T. Bartley, Robert E. Lee and Richard A. Mack. They were accompanied by Chief Engineer Edward W. Allen Jr., Asst. Broadcast Bureau Chief James E. Barr, and Frequency Allocation chief Albert L. McIntosh.

ODM was represented by Telecommunications Director Maj. Gen. Jerry V. Matejka, USA (Ret.), accompanied by Deputy Telecommunications Director F. C. Alexander. Also at the conference were Dept. of Defense executives Robert C. Lanphier Jr. and Russell H. Hughes and George T. Moore, Dept. of Commerce.

an unhappy alternative and which he said should be avoided when possible. He suggested there are "many ways" competition can be "reintroduced" in the tv industry.

He indicated that removal of the restraints described by Mr. Moore would multiply independent film producers, help independent stations to survive, make the importance of network affiliation considerably less and tend to increase the number of tv stations and advertisers on television.

Dr. Turner said he thought competition "should be tried first," before public utility regulation is considered. He said network ownership would be inimical to the public interest "if it goes too far"; i.e., if networks were permitted to own as many stations as they wish to or if they "took over all their present affiliates."

Mr. Jahncke was the only network representative to comment on Mr. Moore's testimony, although all networks will discuss network affiliation practices later in the hearings.

The ABC vice president said he disagreed completely with Mr. Moore, who, he said, presented "in great part the opinions of ABC, but arrived at the wrong conclusions."

He said Mr. Moore described an effect, not a cause, and that the tv industry's trouble springs from the scarcity of outlets—"from the monopoly and duopoly that exists because we haven't been able to gain access to the marketplace or enough tv stations to serve the public interest."

He said that if "you eliminate the scarcity, you eliminate the necessity for regulation and free competition will act" as it traditionally has. He said he did not think network programs were inferior (Mr. Moore had indicated many were), but in the public interest.

Stations also find the privilege of being on a network's "must buy" list an important asset, since it relieves them of the obligation of selling their prime time, he added. He said the station can accept or reject a program, depending on whether it is in the public interest, adding that "must buy" practices amount to pressure on the advertiser, not the affiliate.

On option time, he said, "May I say that I think we are innocent until proved guilty." He said he disagreed with Sen. Bricker's position that networks should be regulated as public utilities.

Mr. Jahncke asked that a congressional mandate be issued to the FCC to (1) issue its reallocation plan by June 1; (2) prevent additional vhfs from going on the air in areas where deintermixture has been proposed to create predominantly uhf markets until the reallocation plan goes into effect; (3) complete processing all pending applications, which would not be affected by the reallocation, by Sept. 1.

The ABC executive said tv scarcity and defects in the existing allocation plan threaten uhf and unless changes are made quickly uhf will disappear and tv be limited to 12 vhf channels.

He said ABC firmly believes the major problems facing the tv industry are the lack of at least three competitive outlets in the major markets and preservation of uhf. He cited information indicating errors in previous FCC testimony that uhf, in some instances, has been able to compete successfully against vhf.

He said he felt it is time the FCC determined the fairness of AT&T tv line charges, adding ABC's line charges currently are more than $6 million a year.

Mr. Jahncke said the Senate group also should consider interim regulation of vhf stations in "monopoly and duopoly markets" by a variation of the plan suggested two years ago by Dr. Allen B. DuMont—requiring vhfs in markets where there are fewer than three competitive outlets to share their service equally among the three networks.

FCC should make the Sixth Report's third

(Continues on page 58)

JONES QUESTIONS TV SELLING FOR CARS

MacManus, John & Adams president cites medium's value in moving package goods, but says tv rates behind print media in moving more expensive, durable goods.

TELEVISION's effectiveness as a "prime" medium for the sale of big, expensive products was challenged last week by Ernest Jones president of MacManus, John & Adams, Detroit, one of the leading agencies in the vast automotive field.

Mr. Jones speculated that "the public's honeymoon with television is over."

"In the movement of package goods," he told the Pittsburgh Council of the American Assn. of Advertising Agencies Thursday night, "television is excellent in our experience. In the sale of durable goods, we question it as a prime medium. It has its place, but well behind newspapers and magazines, which earned a greater share of advertising appropriations from durable goods manufacturers in 1955."

MR. JONES

He also challenged networks to review their own operations and branded their programming attitudes as "arrogant."

Mr. Jones, whose agency services both the Pontiac and Cadillac divisions of General Motors, seemed to single out automobiles as prime prospects for less television. He said automotive manufacturers are spending $100 million a year on television but that unless conditions change they may de-emphasize tv as they did radio.

First reaction from radio-tv interests was a concession that the automobile market is sluggish—and that this sluggishness developed on the heels of the heaviest newspaper advertising campaign the car industry ever conducted. Automoblie advertising in newspapers in 1955 ran 33.6% higher than in 1954, one television authority pointed out, suggesting that if more of this money had gone into tv, the automotive sales picture might be brighter.

Another observed that part of Mr. Jones' dismay may stem from the fact that Pontiac's *Playwrights 56* on NBC-TV is up against CBS-TV's *$64,000 Question*. There were reports some weeks ago that Pontiac would drop *Playwrights 56*. Cadillac has never used radio-tv extensively, although it has participated in programs sponsored by the parent General Motors Corp.

Mr. Jones acknowledged that MacManus, John & Adams has had great success in selling Dow Chemical Co.'s Saran Wrap on *Medic*, Arthur Godfrey programs, and Dave Garroway shows.

"However," he said, "automobiles, household equipment, industrial goods—I'm not so sure that television is their cup of tea. For major purchases requiring thought and consultation among members of a family, the 60-second commercial is too fleeting."

He said that "we are convinced that television is not the fundamental medium if you have substantial products to sell. I think it is significant that even the top-rated shows simply aren't moving cars for their sponsors."

Mr. Jones maintained that "most tv spectaculars cost more to televise than the entire preparation for a Broadway musical which might run for years. And there is no certainty of result. Don't forget that even Rodgers and Hammerstein wrote a turkey called 'Allegro'."

MacManus, John & Adams clients, in addition to Pontiac, Cadillac, and Dow Chemical, include Minnesota Mining & Mfg. Co., Bendix Aviation Corp. (Bendix Radio Div.), Ferry-Morse Seed Co., and Reichhold Chemicals Inc., among others. In addition, the firm has just acquired the David J. Mahoney agency and accounts representing an estimated $2 million in billing [B•T, March 26].

For the durable goods manufacturer, Mr. Jones said, the worst thing about tv is lack of selectivity.

"In television you've got to entertain them all," he said. "That's well and good when you're selling a 30-cent product. When you are attempting to sell a product that costs from three to five thousand dollars—a product that is the second largest purchase a man makes, next to his home—then you must have selectivity. And I say you can only get that from print advertising—newspapers and magazines."

Turning his fire toward networks, he said:

"Programming attitudes have never been more arrogant with less justification. Class A time is being auctioned off to the highest bidder and results don't justify it. The day of the big smash hit is over. Ratings of 50 or 60 are a thing of the past."

He maintained that he could not be accused of prejudice against television because "we at our agency work both sides of the street."

COMPTON ABSORBS W. H. HUNT AGENCY

ACQUISITION of W. H. Hunt & Assoc., Los Angeles, by Compton Adv., New York, was announced last week by Compton's Robert D. Holbrook, chairman of the board. Personnel and accounts will be combined with Compton's former Hollywood television production office and will serve national advertisers in the Pacific Coast area. Office will be located at 8733 Sunset Blvd., Los Angeles.

Waldo H. Hunt, head of the Hunt agency, joins Compton as a vice president and will manage the west coast operation. Robert L. Nourse Jr., a Hunt executive, rejoins Compton as a vice president and supervisor of service to accounts, working both in New York and Los Angeles and coordinating coast activities. Alvin Kabaker, vice president and manager of Compton's Los Angeles television program group, will continue in that job.

Other key personnel joining Compton from the Hunt agency are account executives Gordon C. Hearne and G. Thatcher Darwin, creative director Lee McFadden, media director Myra Milgrom, television director Robert A. Klein, art director William K. Diggs and office manager Jane Babcock.

Ritter Switch Expected

P. J. RITTER Co. (food products), Bridgeport, N. J., is expected to appoint Roy S. Durstine Inc., New York, as its agency. The company's advertising reportedly has been resigned by Duane Jones & Co., New York.

Gray Flannel Goes Rural

GRAY flannel suits not withstanding, it's still "country living." A satirical number by that name—"Country Living"—will have its tv debut Friday, April 6, on CBS-TV's *Robert Q. Lewis Show* (2-2:30 p.m. EST). It is based on the woes of New York City-Westport, Conn., commuting and will be sung by a quartet billed as "The Four Exurbanites" and made up of Ed Stefenson, an account executive at Sullivan, Stauffer, Colwell & Bayles, and Hoyt Allen, tv commercial supervisor, Benton & Bowles, and two other Westport commuters. The number was prepared for a Westport Parent-Teachers Assn. show by Ben Kagan, production supervisor of *The $64,000 Question*, and Harry Bailey, account executive, Cunningham & Walsh. Producer of the PTA show is Hal James, vice president and radio-tv director of Ellington & Co.

REGGIE SCHUEBEL TO NC&K AGENCY AS V.P.

As senior officer in firm she will work on Democratic National Committee radio-tv activities. Reggie Schuebel Inc. will continue broadcasting service to several clients.

REGGIE SCHUEBEL, president of Reggie Schuebel Inc., New York, is resigning to join Norman, Craig & Kummel, New York, as vice president. Reggie Schuebel Inc. will continue its tv and radio service to several agency clients.

MISS SCHUEBEL

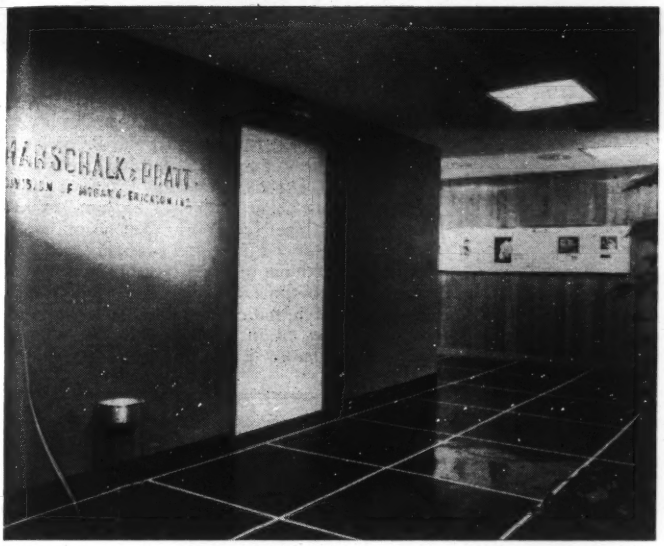
Miss Schuebel has been handling the Democratic National Committee radio-tv activities for Norman, Craig & Kummel [B•T, March 26] for the past month. She will continue to work on the Democratic account along with other duties as a senior officer in the agency.

Miss Schuebel has been president of Reggie Schuebel Inc. for the past five years. Before that she was vice president in charge of radio-television for Duane Jones advertising agency and prior to that held a similar post with The Biow Co.

Miss Schuebel is a veteran in the radio-tv industry. She conceived the original Bulova time signal campaign and placed the account on a record number of markets. She also produced *One Man's Family* for Sweetheart Soap and *Take It or Leave It* for Eversharp, among many others. On the latter show she conceived the $64 question which later was to inspire the creation of *The $64,000 Question* in tv. Miss Schuebel also was influential in developing the full screen station identification for television.

Among the acounts she has serviced at Reggie Schuebel Inc. are: Salada Tea, "All" detergent, International shoe, Banburry coats, Fanny Farmer candy, Lutheran Church Missouri Synod, the CIO, the UAW and Lanolin Plus.

SWANK NEW QUARTERS FOR A GROWING AGENCY



THE agency client gets his first look at the new quarters in this elevator foyer (above) on the seventh floor at 460 Park Ave. Walls are olive green; floors are black.

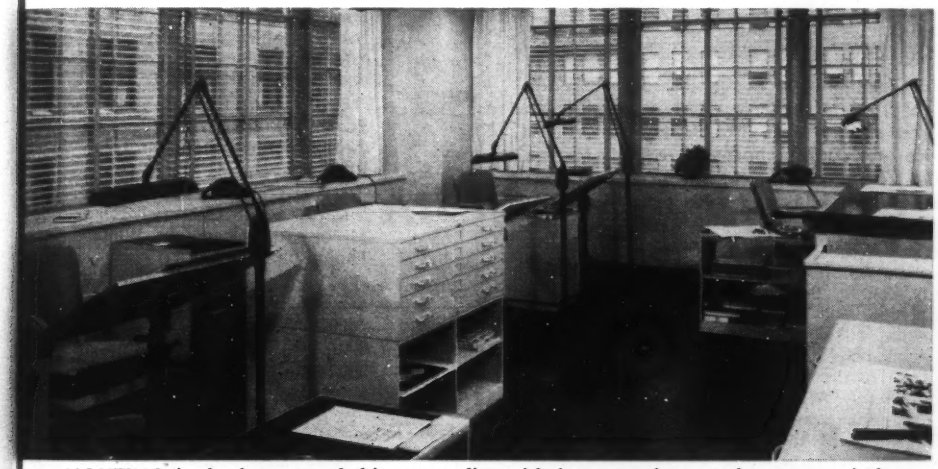
MARSCHALK & PRATT Inc., New York, with an estimated $4.5 million radio-tv billing (approximately $3.6 million in tv, $900,000 in radio), last Monday started operating from its brand new quarters on the seventh floor at 460 Park Ave.

The agency, which currently bills an approximate total of $10 million, has been a wholly-owned subsidiary of McCann-Erickson Inc., New York, since January 1955. It was an independent agency for 32 years before that. It operates with its own management (headed by President S. L. Meulendyke) separate from M-E, the parent organization.

A fast-expanding agency, already M&P is feeling pinched for space in its new and modern quarters. It was reported only last week that the McCann-Erickson division has an option to take additional floor area in the building.

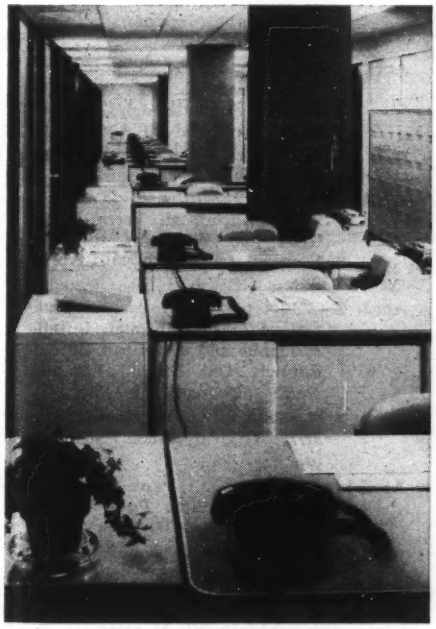
Among its broadcast clients: International Nickel Co. (spot radio); National Lead Co. (spot radio); Coca-Cola Bottling Co. of New York (spot radio and spot tv), and Mennen spray deodorant (network tv and spot tv).

Architect for the new quarters was Carson & Lundin, 50 Rockefeller Plaza, New York.



LIGHTING is the keynote of this art studio, with large northern and western windows providing natural light, supplemented by overhead flourescents.

EXECUTIVES' offices have walnut and black furniture, red and blue upholstery.



THE secretary's lot is a pleasant one at M&P. Filing cabinets are recessed.

THE conference room features auditioning and screening facilities. Again the decor is basically black and white, with color in the red and turquoise upholstery and drapes.

BOURJOIS Inc. (perfumes), through Lawrence C. Gumbinner Inc., will sponsor adjacency advertising schedule on NBC Radio's *Weekday* coverage of the Grace Kelly-Prince Rainier III wedding in Monaco April 17-18. At the contract signing were (l to r): seated, Virginia Graham, *Weekday* hostess; Paul Gumbinner, vice president in charge of radio-tv for the agency; Fred Horton, NBC Radio director of sales training; Mike Wallace, *Weekday* host; Lew Bonham, Bourjois president, and Mitch Benson, *Weekday* executive producer.

Hiked Radio-Tv Budget Seen As Possibility by Churches

THE BROADCASTING & Film Commission, National Council of the Churches of Christ in the USA, last week said "several denominations" are on the verge of "going after big money" for use in broadcast media.

Rev. S. Franklin Mack, the Commission's executive director, quoted from the Old Testament in saying, "there's a good deal of 'stirring of the tops of the mulberry trees,'" and added that while much of the stirring still is in the talking state, various religious groups, particularly the Methodist, Presbyterian, and Jewish, are "ready to expand their tv activities shortly . . . some of them have been talking about filming their regularly scheduled programs."

Dr. Mack said these "plans" and others will be fully discussed during a meeting in New York, April 18-20, among BFC program executives and denominational heads for broadcasting and films. Topics to be taken up are: (1) how far the church group is prepared to go in the next decade, (2) how much of this broadcast activity will be conducted jointly and/or separately by individual church groups, and (3) how to determine the best means of utilizing radio-tv.

Last month [B•T, March 12] the BFC approved a $1.8 million radio-tv film production budget and simultaneously went on record advising against buying time for religious programs.

Gillette Buys MBS Games; Twin City, Miami Sales

GILLETTE Safety Razor Co., Boston, has signed for sponsorship of one-half of Mutual's Game of the Day broadcasts each Sunday, starting with yesterday's (Sunday) exhibition game. Agency for Gillette is Maxon Inc., New York. Mutual also started broadcasting yesterday (Sunday) a regular weekly round-up of baseball scores and news [B•T, March 26], featuring Harry Wismer (Sun., 5:55-6 p.m. EST).

The season's schedule of Theo. Hamm Brewing Co., St. Paul and San Francisco, includes 35 night and two day games of the St. Paul Saints and Minneapolis Millers on KEYD-TV Minneapolis. Hamm's will co-sponsor the CBS Game of the Week in the Duluth, Minn., and Green Bay, Wis., areas.

National Brewing Co., Baltimore, will sponsor 21 games of the new Miami Marlins on tv and the entire schedule on radio. Agency is W. B. Doner & Co., Baltimore.

U. S. Steel Plans Combined Tv-Press Selling May 23

U. S. STEEL Corp. plans a national campaign using what it calls "a new technique" of tieing in its commercial on the May 23 *U. S. Steel Hour* (CBS-TV, Wednesday, 10-11 p.m. EST) with simultaneous running of advertisements in newspapers in 126 tv markets.

Local cut-ins will be employed on one of the tv commercials to inform viewers that the newspaper carrying a "kitchen call"—name of the U. S. Steel's major retail promotion—advertisement that day is the best source of names and locations of steel kitchen dealers. The company said it will place 1,000-line advertisements in daily newspapers in each of the markets in which the program is seen. At the same time, 22 ads in 12 trade papers and magazines January through March have been drawing attention to the promotion, and a 13-minute film, featuring design, layout and steel in the kitchen, will be offered to tv stations.

U. S. Steel said that tv stations will be among 30,000 organizations informed via direct mail of the promotion which is geared for tie-ins also of manufacturers, distributors and retailers of steel kitchen cabinets. Kits suggesting art for use on tv also are being distributed to dealers.

BBDO, New York, is U. S. Steel's agency.

R&R Resigns Two Accounts

BECAUSE of conflicting accounts, Ruthrauff & Ryan, New York, has resigned the Bosco and Corn Products Refining Co. account (milk amplifier syrup), effective yesterday (Sunday). The nearly $1 million account will be handled by Donahue & Coe, New York. Television spots will continue to be used and probably will extend into additional markets. Ruthrauff & Ryan said it will continue to handle the Staley Mfg. Co. (corn starch and other products), which was considered to be in conflict with Bosco and Corn Products.

COLORCASTING

Advance Schedule Of Network Color Shows
(All times EST)

CBS-TV

April 3 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son, through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also April 17).

April 7 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co. through Ruthrauff & Ryan (also April 14, 21, 28).

April 7 (9:30-11 p.m.) *Ford Star Jubilee*, "Twentieth Century," Ford Motor Co. through J. Walter Thompson.

April 12 (8:30-9:30 p.m.) *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

April 26 (8:30-9:30 p.m.) *Climax*, Chrysler Corp., through McCann-Erickson

NBC-TV

April 2-6 (3-4 p.m.) *Matinee*, participating sponsors (also April 9-12, 17-20).

April 2-6 (5:30-6 p.m.) *Howdy Doody*, participating sponsors (also April 9-13, 16-20, 23-27).

April 2 (8-9:30 p.m.) *Producers Showcase*, "Barretts of Wimpole Street," Ford through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

April 3 (8-9 p.m.) *Milton Berle Show*, Sunbeam through Perrin-Paus, RCA and Whirlpool through Kenyon & Eckhardt (also April 24).

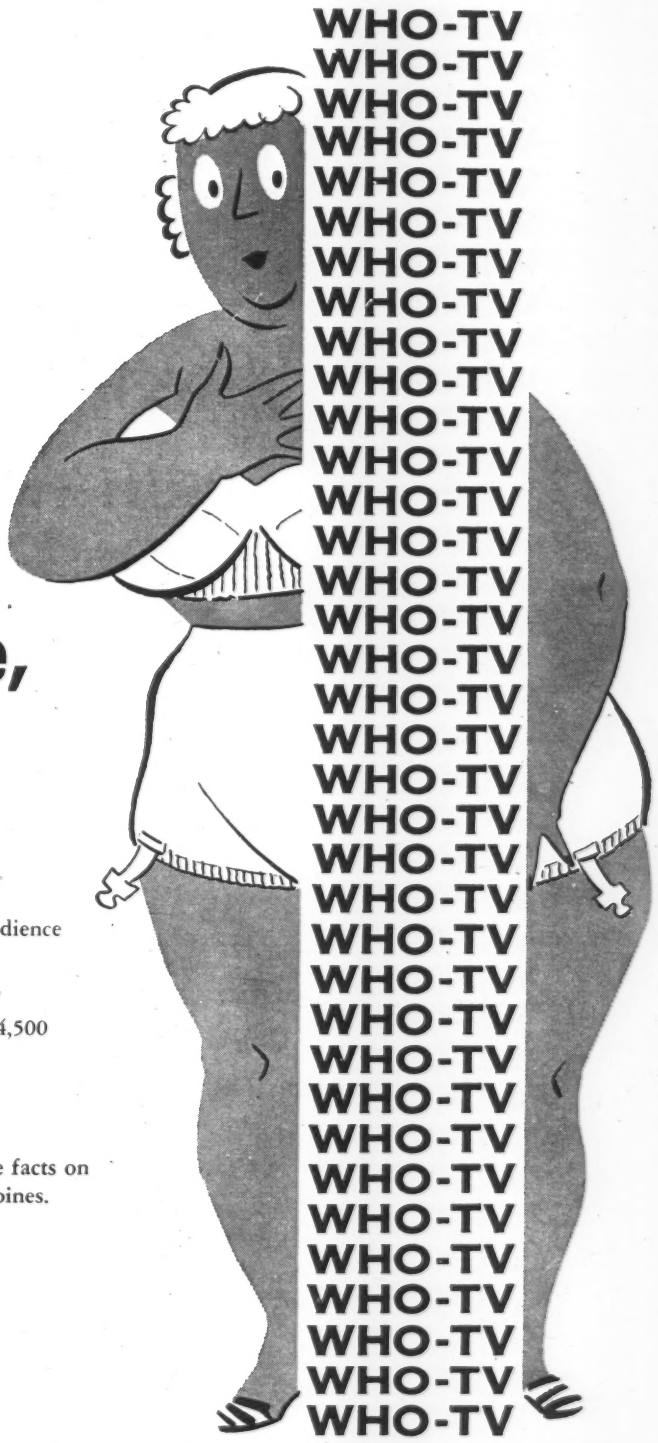
April 8 (3:30-4 p.m.) *Zoo Parade*, Mutual of Omaha through Bozell & Jacobs and American Chicle through Ted Bates, alternate weeks (also April 22).

April 8 (4-5:30 p.m.) *NBC Opera Theatre*, "Trial at Rouen," sustaining.

April 14 (9-10:30 p.m.) *Max Liebman Presents*, "Marco Polo," Oldsmobile, through D. P. Brothers.

April 15 (7:30-9 p.m.) *Sunday Spectacular*, "Salute to Baseball," participating sponsors.

[Note: This schedule will be corrected to press time of each issue of B•W]



She's A Big One, All Right!

WHO-TV is as big a *television* value—and getting bigger all the time!

As of March, *last year,* the Iowa Television Audience Survey found that 74.2% of all Iowa families owned television sets. *Today* we conservatively estimate that WHO-TV's coverage area has 284,500 television sets—viewed by over one million people, divided almost exactly 50-50 between urban and non-urban families.

Ask Peters, Griffin, Woodward, Inc. for all the facts on WHO-TV—Channel 13—NBC-TV in Des Moines.

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Peters, Griffin, Woodward, Inc.
National Representatives

NBC Affiliate

316 KW

That's maximum power in the rich market of

RICHMOND

Petersburg and Central Virginia

In addition to top power, WXEX-TV has maximum tower height —1049 ft. above sea level; and 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market. WXEX-TV is the basic NBC-TV station; and there are 415,835 TV families in its coverage area. Let your Forjoe man give you all the details about this great buy.

Channel 8

WXEX-TV

Tom Tinsley, President Irvin G. Abeloff, Vice-President

Represented by Forjoe & Co.

Lincoln-Mercury Dealers Buy Byron Nelson's Tv Golf Show

GOLFER Byron Nelson's many appearances on CBS-TV's *Ed Sullivan Show* apparently have stimulated the interest of Lincoln-Mercury automobile dealers in his own film package.

This sales pattern reportedly was set last year when Van Etta Motors, through Kenyon & Eckhardt Inc., bought the *Let's Go Golfing* film series on KGO-TV San Francisco.

On March 24 of this year, Fort Worth Lincoln-Mercury started sponsorship of the program on KFJZ-TV that Texas city. Mr. Nelson was scheduled to make a personal appearance on the show.

In other sales, Schoonover Motors is sponsoring the program on WIBW-TV Topeka, Kan., and Lowell-Holley-Lincoln on WEAT-TV West Palm Beach, Fla.

Teamsters Union to Sponsor Baseball Games on KTVW (TV)

THE WESTERN CONFERENCE of Teamsters, representing more than 400,000 union members in 11 states, will sponsor a portion of 108 Seattle Rainiers' baseball games on KTVW (TV) Seattle-Tacoma, it was announced last week. The games will include live telecasts from Sick's Seattle Stadium as well as cable broadcasts from Portland, Ore., and Vancouver, B. C.

"This is the first time in the short history of tv that a group of unions enters the baseball broadcasting field as an active sponsor," said Frank W. Brewster, president of the teamsters' conference.

Ruthrauff & Ryan Elects Oechsner, Brookman V.P.'s

MARTIN OECHSNER, senior account executive, Ruthrauff & Ryan, N. Y., has been elected vice president of the agency. Mr. Oechsner has been with the agency since 1949,

John Brookman, manager of the agency's Toronto Office, also has been elected a vice president. Mr. Brookman has been with the agency since 1953.

Gradle to NL&B Coast Office

MICHAEL W. GRADLE, radio-tv producer at Needham, Louis & Brorby Inc., will become manager of the agency's Hollywood office May 31, according to Maurice H. Needham, NL&B president. Mr. Gradle will succeed Frank Pittman, vice president and manager of the west coast office, and transfers to his new post from Chicago where he has served on the production staff since September 1954.

MR. GRADLE

Resor Forms S. F. Agency

JAMES C. RESOR has formed a San Francisco advertising agency bearing his name with temporary offices at 564 Market St. Mr. Resor has been in the agency field for 12 years—as an account executive with Rollen Waterson Assoc., San Francisco; Reinhardt Adv., Oakland, and McCann-Erickson, New York.

AUTOMOBILES IN WASHINGTON, D.C., TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

THE NATIONAL (NETWORK) INDEX

Rank Product & Agency	Network Shows	Total Stations	Commercial Units	Hooper Index
1. Chrysler Corp.	9	3	31	825
Chrysler (McCann-Erickson)		2	5½	127
DeSoto (BBDO)		2	3¼	146
Dodge (Grant)		2	11½	270
Imperial (McCann-Erickson)		1	½	18
Plymouth (N. W. Ayer & Son)		2	10¼	264
2. Ford Motor Co.	2	2	14	557
Ford (J. Walter Thompson)		1	4½	145
Lincoln (Young & Rubicam)		2	5	196
Mercury (Kenyon & Eckhardt)		2	4	204
Thunderbird (J. Walter Thompson)		1	½	12
3. General Motors Corp.	7	3	24	429
Buick (Kudner)		1	4	116
Chevrolet (Campbell-Ewald)		3	13	181
Pontiac (MacManus, John & Adams)		1	7	132
4. Studebaker-Packard Corp.	1	1	4	77
Packard (D'Arcy)		1	3½	67
Studebaker (Benton & Bowles)		1	½	10

THE WASHINGTON INDEX (NETWORK PLUS SPOT)

1. General Motors Corp.	7	4	88	686
Buick (Kudner)		3	14½	152
Chevrolet (Campbell-Ewald)		4	56	343
Oldsmobile (D. P. Brother)		3	10½	92
Pontiac (MacManus, John & Adams)		1	7	99
2. Chrysler Corp.	9	4	43	680
Chrysler (McCann-Erickson)		3	7½	100
DeSoto (BBDO)		2	3¼	108
Dodge (Grant)		2	13½	232
Imperial (McCann-Erickson)		1	½	13
Plymouth (N. W. Ayer & Son)		4	18¼	227
3. Ford Motor Co.	2	4	52	653
Ford (J. Walter Thompson)		3	24½	259
Lincoln (Young & Rubicam)		3	14	190
Mercury (Kenyon & Eckhardt)		3	13	193
Thunderbird (J. Walter Thompson)		1	½	11
4. Studebaker-Packard Corp.	1	1	4	46
Packard (D'Arcy)		1	3½	40
Studebaker (Benton & Bowles)		1	½	6

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding. In the above summary, monitoring occurred Jan. 28-Feb. 4, 1956.

DON'T MISS THE COLOR PARADE

THAT was the admonition given advertisers last week by Lloyd E. Yoder, vice president-general manager of WRCV-AM-TV Philadelphia, before the Poor Richard Club there last Tuesday. Following is his text, condensed:

SOME OF THE historic developments in advertising are now so commonplace that we forget that they were once suspect as impractical or too expensive. It's difficult to imagine that some companies actually viewed with complacence, as novelties and as little more, such advances as the use in advertising of photography, the half tone, the big national magazines, the use of color in magazines and newspapers, the voice in the living room called radio and the combination of voice and picture called television. But they did. Good, solid advertising men threw up their hands at the increased costs of each forward step. Many hung back until it was too late and the parade had passed and their position of leadership was lost.

Is this history repeating itself in the case of color television? If so, it is completely out of step with present day merchandising trends. Because color television is perhaps the most important transmutation that has taken place in the history of advertising.

Color television is here. It is with us. It is selling goods for 36 different advertisers who are already spending more than $45 million a year for it because they know that color is excitement, that color makes conversation, that color, coupled with a great show, highlights each week's program schedule. They know that color creates a position of prestige and leadership which may profit them more in the long run than the immediate sale of the product.

Of course, the number of color tv sets is still limited . . . perhaps 300,000 by the end of this year. But the snowball has started rolling. By the end of 1957, it will surpass a million and by 1960, 12 million. But these figures are still small compared to the 37 million black-and-white sets in use in homes. So why have 36 advertisers spent $45 million in color television?

First, as I have said, they use it for its excitement, prestige and its aura of leadership. Second, they use it because they stand to gain extensive experience in color production, in problems of lighting and make-up and color correction on the package . . . in techniques of preparing color commercials to produce the best possible reproduction and the most effective display. This experience is sure to be of inestimable value in the future as color reaches its full stature.

In using color, there is a dimension beyond pure circulation, beyond the aura of leadership, beyond learning to use color, a dimension which exists today but will exist for only a few short years longer. It exists for those clients to whom dealer enthusiasm and the enthusiastic support of the entire distributive chain is more important than even the advertising impact on the public. For such advertisers, color tv offers an unparalleled opportunity, because it is new, fascinating and conversation provoking. A lot of people . . . including wholesalers, salesmen and dealers . . . have never seen it in action—and so a great opportunity presents itself. Advertisers can set up district sales meetings at the same time their color shows are on the air, or they can put on special closed circuit color tv presentations of their advertising campaigns. And because color is new and exciting, these presentations play to packed houses of dealers and distributors around the country, and the enthusiasm engendered is enormous. NBC has put on scores of such meetings for its color clients during the past year, each one a conspicuous success.

But this is, of course, a temporary and corollary advantage. The real wallop will be on the public direct . . . because color tv is the medium which gives the advertiser the use of reality itself . . . or as close as we may ever get to it. I don't think that anybody in his right mind will quarrel with monochrome tv as a great medium. The combination of sight and sound and demonstration just can't be approached by other media. Particularly when the demonstration and the persuasive pitch is given by a performer who carries the authority coupled with the respect and affection which the public awards to its favorite stars.

Add color to this and you've got what the president of one big advertising agency called "at last—the perfect advertising medium."

We are dead certain that color television is off to the races. Our parent company, RCA has spent $70 million in its development. NBC is now programming 40 hours of color per month . . . five times as much as last year, and this is just the beginning.

NBC is proceeding with a $12 million program for further expansion of color facilities to permit 80 hours of color programming a month by next October. In addition, we are currently converting WNBQ in Chicago into the world's first tv station to originate *all* its local programs in color.

Our programming problems in color are perhaps best illustrated by "Peter Pan." In this show, 100 professional show people, including actors, musicians, dancers and other performing talent put in over 10,000 man hours of work. The labor involved in handling of scenery, props, art work, costumes and make-up consisted of 107 craftsmen, including 26 engineers and 30 stagehands for a total of 8,000 man hours. The cost of the production was almost $400,000 . . . a lot of dough. But 57,500,000 people sat still for two solid hours to watch the show and what advertiser wouldn't spend a small fortune for an opportunity to speak persuasively to such an audience?

Of course, not all color shows are this expensive and much of this money would have been spent even if the show had been in black-and-white. Color does cost more, but not as much as you might think. Our experience shows that the additional cost of converting to color ranges between 10% and 25% of the total program cost, depending upon how elaborate the show is. These added costs, when related to the total budget . . . time and talent . . . make for an increase for color ranging from a low of 2% to a high of 15% for an average of 10%. This extra cost for color is moderate, it seems to us, compared to a premium of around 50% charged for four-color pages in magazines.

So we can proceed on the basis of known or provable facts. Color tv is technically ready. The programming is about to be doubled and more in its scope. It will be an even more effective sales tool than its black-and-white sister. But it will, without doubt, cost more as the number of stations increase, as scale for labor goes up, as artists demand and get higher pay. Where is this money coming from?

At present, television earns about 12½% of the total advertising dollar. In 1952, it was a mere 7%. Informed sources feel that this figure will rise to at least 25% for a total advertising expenditure of over $3 billion for television by 1965.

Some small part of this money will undoubtedly come from other media. Some will come from new advertisers who have never before used television because it did not offer color. We have already noticed a sharp increase in interest in color tv from manufacturers in home decorating, floor coverings, men's and women's clothing, advertisers to whom color is indispensable.

But the main source of this new money will result from a continued broadening of the advertising base of television itself. We have already made giant strides in this direction through the development of the "magazine concept" of selling tv.

This does not mean, of course, that complete sponsorship of a big program by giant companies which can broker the cost among their own multiple products is finished, but it does mean that the network must serve this same role for smaller advertisers. We must be able to sell them anything from a one-minute commercial in a two-hour spectacular to one 5-second billboard. We must present maximum commercial flexibility.

This is how the $3 billion television budget of 1965 is easily reached—by bringing into the medium the thousands of smaller companies who can only afford a campaign on a magazine concept sales pattern. Then color television, the nearest thing to a perfect sales tool, will play its full part in gaining the objective of advertising—better, fuller living for everyone.

"REPRESENTED BY BOLLING"

IS LIKE STERLING

ON

SILVER

— THE BOLLING COMPANY —

STATION REPRESENTATIVES

NEW YORK
CHICAGO
BOSTON
LOS ANGELES
SAN FRANCISCO

LATEST RATINGS

ARB

Top 10 Network Tv Programs, March 1-7

		Rating
1.	I Love Lucy (CBS)	53.4
2.	$64,000 Question (CBS)	50.5
3.	Ed Sullivan (CBS)	48.5
4.	You Bet Your Life (NBC)	43.3
5.	I've Got a Secret (CBS)	39.8
6.	Disneyland (ABC)	39.6
7.	December Bride (CBS)	38.5
8.	Your Hit Parade (NBC)	37.9
9.	Perry Como (NBC)	37.5
10.	Dragnet (NBC)	36.4

		Viewers (000)
1.	Ed Sullivan (CBS)	46,520
2.	I Love Lucy (CBS)	44,710
3.	$64,000 Question (CBS)	40,560
4.	Disneyland (ABC)	40,050
5.	Perry Como (NBC)	39,040
6.	You Bet Your Life (NBC)	35,990
7.	Honeymooners (CBS)	31,050
8.	Dragnet (NBC)	30,680
9.	I've Got a Secret (CBS)	30,550
10.	Your Hit Parade (NBC)	30,150

Copyright by American Research Bureau

Burnett Names Two V.P.'s

APPOINTMENT of Owen B. Smith and Norman W. Le Vally, account supervisors at Leo Burnett Co., Chicago, as vice presidents, was announced by the agency last week. Mr. Le Vally originally joined the agency in 1940, resigning after six years to form his own agency and become a partner in Sheriff-Le Vally Inc. and rejoined Burnett in 1954. Mr. Smith has been associated with Leo Burnett Co. for the past 14 years.

Stokely Plans Spots

STOKELY-VAN CAMP frozen food division, Mt. Vernon, Wash., through Calkins & Holden, Los Angeles, plans to start a radio saturation campaign in selected U. S. markets May 1, according to Dave Young, advertising manager for frozen foods. The ads will feature a musical jingle produced by Song Ads Film-Radio Productions, Hollywood.

Slenderella Buys on NBC

SLENDERELLA International (figure proportioning salons), Stamford, Conn., last week purchased two 30-minute evening segments from NBC Radio for remote coverage of the Grace Kelly-Prince Rainier III Monaco wedding. Jinx Falkenburg, radio-tv personnality and Eloise English, executive vice president of Slenderella, will handle the commentary. Time periods have not yet been determined. The agency is Management Assoc. of Connecticut, Darien.

SPOT NEW BUSINESS

American Home Foods, N. Y., placed three-week, 10-second ID saturation spot campaign in major markets in Middle Atlantic, New England and Ohio for Geo. Washington instant coffee. Agency is Charles W. Hoyt.

Douglas Fir Plywood Assn., Tacoma, Wash., is planning a six-week intensive all-media campaign in late May, including television, with budget set at $435,000. Dealer kits include radio spots. Association will use NBC-TV *Home* with other promotion materials featuring program stars. Douglas agency is Condon Co., Tacoma.

Regina Trading Corp., N. Y., importer of Liebig Products of France has started intensive campaign using tv, radio and print for Liebig foods including soup and sauces. Campaign is to last through year.

NETWORK NEW BUSINESS

Campana Sales Co. (Ayds, Campana Balm), Batavia, Ill., has bought last available segment on NBC-TV's *Queen for a Day* (Mon.-Fri., 4:30-5 p.m. EST), bringing total gross sales for program since its Jan. 3 debut to $8.4 million according to NBC spokesman. Campana will sponsor 4:30-4:45 period on alternate Mondays, effective May 14. Agency: Erwin, Wasey & Co., Chicago.

Hellman's mayonnaise, through Dancer-Fitzgerald-Sample, N. Y., started television spot announcement campaign April 1 for 13 weeks.

Hazel Bishop Inc., N. Y., has signed as alternate sponsor (with Toni Co.) of CBS-TV's *The Arthur Murray Party,* beginning April 12 (10-10:30 p.m. EST). Agency: Raymond Spector Co., N. Y.

AGENCY APPOINTMENTS

Cheramy Div., Houbigant Sales Corp., N. Y., appoints Roy S. Durstine, N. Y., as agency, effective immediately. Account formerly was serviced by Emil Mogul Co., N. Y.

British West Indian Airways, Caribbean subsidiary of British Overseas Airways Corp. (BOAC), appoints Victor A. Bennett Co., N. Y., as its agency, effective today (Monday). Account was serviced jointly by Foote, Cone & Belding and The Caples Co., both N. Y. BWIA's parent BOAC previously had announced it will join Bennett Co. roster today. It also was serviced by FC&B.

August Schell Brewing Co., New Ulm, Minn., appoints Ray C. Jenkins Adv., Minneapolis. Current campaign, firm's largest to date, is using radio and other media.

Clyde Beatty Circus names Goodman-Anderson Adv., L. A. Radio-tv being used.

1956 L. A. Home Show appoints Frank Bull Adv. Agency, L. A., for June event.

G. A. Goodrich Co. (Whip 'N Dip, other food products), Chicago, appoints Henry Seene Adv. Inc., same city, for national advertising. Tv will be used.

General Electric Co. Photo Lamp Dept., Syracuse, N. Y., names Grey Adv., N. Y., to handle its advertising, effective July 1. Plans in making for spot radio and tv. BBDO, N. Y., currently services account.

Alpha Beta Food Markets, L. A., appoints Hixson & Jorgensen Adv., L. A. Account was resigned by Warren Fehlman. Client will increase use of radio.

A&A SHORTS

William J. Barber and **David M. Kaer** have formed Barber & Kaer advertising-public relations agency at 600 Old York Rd., Jenkintown, Pa. Mr. Barber had been with Adv. Assoc. of Philadelphia five years, and Mr. Kaer was in consumer and commercial credit field.

Harold Marshall Adv. Co., N. Y., moved to 171 Madison Ave. Firm has established Harold Marshall Publication Services Inc., subsidiary firm to handle publicity and public relations for clients.

Wellman-Buschman Co., Cleveland, Ohio, agency, has launched subsidiary firm, Business Communications, to provide facilities for communication between business and customers, employes and public. **Wade E. Shurtleff,** formerly industrial relations manager for Willys Overland, Toledo, Ohio, is president of new firm.

C. J. LaRoche & Co., N. Y., among whose West Coast accounts are Walt Disney Studios in Burbank and Disneyland, has opened branch office at 9201 Wilshire Blvd., Beverly Hills, Calif. Office will be managed by **Stuart D. Ludlum.**

Grosberg, Pollock & Gwartzman Ltd., Toronto, elected to League of Advertising Agencies. Firm is first Canadian agency accepted for league membership.

Product Services Inc., N. Y., plans to open L. A. office in near future.

A&A PEOPLE

Harry M. Ireland, vice president and account supervisor, and **Nelson O. Argueso,** treasurer, Doherty, Clifford, Steers & Shenfield, N. Y., elected to agency's board of directors. Mr. Ireland joined agency in 1949; Mr. Argueso has been with firm since 1944.

Thomas R. Vohs, account supervisor on Dynel (Union Carbide & Carbon Corp.) and other accounts, Anderson & Cairns, N. Y., elected executive vice president of agency. He joined predecessor firm of John A. Cairns & Co. in 1946 and was appointed vice president in January 1952.

Carl J. Gilbert, vice president, Gillette Co. Boston, elected president, succeeding **J. P. Spang Jr.,** elected chairman of board, replacing **William Barron Jr.,** retired.

Working Together

AN ORGANIZATION composed of both union and management has signed to sponsor newscasts on KOOL and KTVK (TV) Phoenix. The Arizona Lath & Plaster Institute is sponsoring the programs to push the use of lath and plaster in residential and commercial construction.

The institute's 13-week contract with KOOL calls for a Monday-through-Friday newscast (*Twenty Minute News*) and the 15-mniute *Sunday Night News* is sponsored on KTVK.

William F. Mitten, executive secretary and public relations director of the

A PLASTER "prop" which will be used for sound effects on the Arizona Lath & Plaster Institute newscasts on KOOL Phoenix is checked by (l to r) Bill Connolly, KOOL manager; Don Parker, member of the institute executive committee, and Ora B. Hooper, institute chairman.

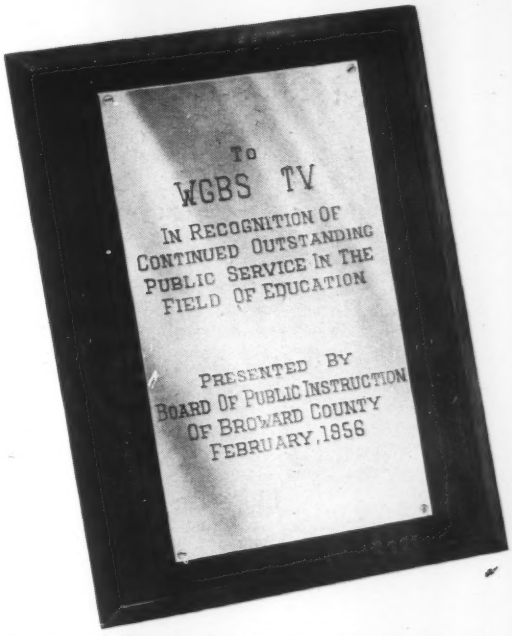
institute, is directing the programs and also serves as commentator for the tv program. He formerly was news commentator for WCAX-AM-TV Burlington, Vt.

In one short year!

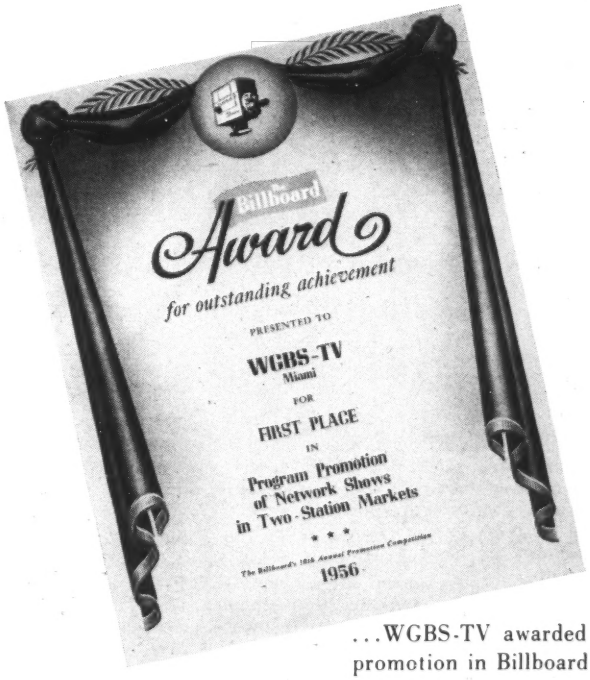
WGBS-TV

MIAMI, FLORIDA

In Miami, where promotion is the life-blood of the community, WGBS-TV is the acknowledged leader. We are modest, but proud of our accomplishments and grateful to those who have honored us for our achievements.



...for "Continued Outstanding Public Service in the Field of Education." Awarded to WGBS-TV by Broward County Board of Public Instruction.



...WGBS-TV awarded First Place for 1955 network promotion in Billboard Promotion competition.

...Bob Nashick (right), WGBS-TV Promotion Manager acclaimed "Advertising Personality of the Year" (1955) by Advertising Club of Greater Miami.

A Storer Station is a Local Station

STORER BROADCASTING COMPANY

WSPD Toledo, Ohio	**WJW** Cleveland, Ohio	**WJBK** Detroit, Michigan	**WAGA** Atlanta, Georgia	**WBRC** Birmingham, Alabama	**WWVA** Wheeling, W. Virginia	**WGBS** Miami, Florida
WSPD-TV Toledo, Ohio	**WXEL-TV** Cleveland, Ohio	**WJBK-TV** Detroit, Mich.	**WAGA-TV** Atlanta, Ga	**WBRC-TV** Birmingham, Ala.	**KPTV** Portland, Ore	**WGBS-TV** Miami, Fla.

SALES OFFICES

TOM HARKER—vice-president in charge of sales
BOB WOOD—national sales manager
118 East 57th Street, New York 22 • Murray Hill 8-8630

LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498

GAYLE V. GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

John R. Sheehan, vice president and director of radio-tv, Cunningham & Walsh, N. Y., has resigned. Mr. Sheehan's future plans not announced. A successor has not been named as yet.

Edward C. Fritz Jr., radio-tv director, W. E. Long Co., Chicago, appointed a vice president of Cody Adv., same city.

Fred Ludekens, consultant, to Foote, Cone & Belding, Chicago, where he will assist Fairfax M. Cone, agency's president, in overall creative planning and will be elected a director.

Courtlandt P. Dixon, account executive on Colgate-Palmolive Co., and **Howard O. Andersen,** account executive on Fleischmann Distilling Co., Ted Bates & Co., elected vice presidents.

David Ketner, advertising director, International Latex Corp., N. Y., appointed vice president in charge of advertising.

David O. Nyren, executive assistant to J. James Neale, director of radio and television, Dancer-Fitzgerald-Sample, N. Y., elected vice president.

Kenneth A. Murison, co-director of industrial advertising division and account executive, Weiss & Geller Inc., Chicago, elected vice president.

Norman Sprei, advertising manager, Charles Pfizer & Co., laboratories division, to Ted Bates & Co., N. Y., as account executive.

James J. McLaughlin, advertising-public relations director, Dormeyer Corp. (household electric appliances), Chicago, to Chicago office of Erwin, Wasey & Co., as account executive.

Sigrid Hedin, copywriter, to Erwin, Wasey, L. A.

Ralph Neave, Geyer, Cornell & Newell, N. Y., to Foote, Cone & Belding, L. A. office, as executive on Purex Corp. account.

Arthur E. Toft, former account executive, Norman, Craig & Kummel, N. Y., appointed advertising brand manager, Block Drug Co., Jersey City, N. J.

Homer P. Metzger, executive on Bristol-Myers and Vitamin Corp. of America accounts, BBDO, N. Y., to Dowd, Redfield & Johnstone, N. Y., as account executive.

Arthur W. Weil Jr., formerly senior account executive, Foote, Cone & Belding, to account executive staff of Donahue & Co., N. Y.

Larry Wood, formerly active in radio in Texas, to Diamond & Sherwood Inc., S. F., agency, as account executive.

Ralph W. Smith, general manager, Franklin Simon retail stores, to McCann-Erickson, N. Y., as director of personnel in home office, a new position. **William Klein,** formerly account supervisor, Kamman-Mahan, Cincinnati, Ohio, appointed account executive on Sohio account, McCann-Erickson, Cleveland, Ohio.

John Burke, vice president and copy executive, Lennen & Newell, N. Y., to Compton Adv., N. Y., as copy group head.

William A. Hammond, formerly media director, Brooke, Smith, French & Dorrance Inc., Detroit, appointed assistant media director, Grant Adv. Inc., Detroit, and assigned to Electric Auto-Lite Co. account.

Morton Yanow, WCAU Philadelphia, to Feigenbaum & Wermen Adv. Agency, that city, as radio-tv timebuyer.

Savage Leaves Guild For Theatrical Firm

DAVID SAVAGE last week announced his resignation as assistant to the president of Guild Films Co., New York, to become president of Theatrical Enterprises Inc., New York, effective today (Monday).

MR. SAVAGE

Theatrical Enterprises Inc. functions in various phases of the entertainment field, including artist management, tv film production, live show sales and feature film packaging.

Mr. Savage, who joined Guild Films in October 1954, previously had been with NBC-TV as manager of film procurement. In his new post, Mr. Savage will serve as the top administrative executive of the company as well as hold top responsibility for packaging of motion pictures, tv films and live programs. Jack Talan, formerly of MCA Ltd., supervises artist management for TE, and Jay William directs program sales.

National Telefilm Assoc. Reports Net Income Gain

NET income of National Telefilm Assoc., New York, for the six months ended Jan. 31, 1956, totaled $145,051, equal to 22 cents per share, as compared with a deficit for the entire 1955 fiscal year, it was reported last week by Ely Landau, NTA president.

Mr. Landau also observed that earnings of 13 cents per share in the January quarter represented a 44% gain over the 9 cents per share reported for the previous quarter. Exhibition contracts written by NTA between Aug. 1, 1955, and Jan. 31, 1956, amounted to a record $2,423,483, Mr. Landau said, as against $1,548,631 in the previous six month period. On Jan. 31, 1956, he added, deferred film rental income aggregated $1,248,701, as compared with $526,835 on July 31, 1955.

The company's report shows that NTA's recently-organized national sales division has completed the first pilot film of a new series, *The Sheriff of Cochise,* produced for NTA by Desilu Productions. The pilot film will be offered soon for national sponsorship.

Mr. Landau reported that NTA has established a $1.5 million credit line with the Chase Manhattan Bank of New York for use in the financing of tv station film rental contracts.

Ziv Says Hollywood Movies May Set Back Tv Standards

WARNING was sounded last week by Frederic W. Ziv, board chairman of Ziv Television Programs, that the pre-1948 feature films currently being made available to television on a sale or rental basis "can easily set back the standards of the 'living room medium' five or ten years."

Mr. Ziv, whose company produces films expressly for television, claimed that many of the pre-1948 motion pictures were produced by "men who believed the way to attract people to theatres was to give them sex, violence and thrills." Apart from their possible effects on the general standards of television, the feature films will not win out over made-for television films in a competitive showdown, Mr. Ziv asserted.

The bulk of the feature films, Mr. Ziv predicted, will be set for "late night showings and other marginal time slots," adding there is "no evidence that they will bump local-level programs, particularly half-hour shows aired in such prime time as has been made available." He contended that films made specifically for tv have several advantages over "dated features," among which he listed: maximum sponsor identification, at logical points so that the audience is not offended and yet the advertiser is served; promotional opportunities, and appearances by tv film stars at sales meetings.

Pine & Thomas Form Tv Unit, Two Film Series Being Set Up

THE motion picture production firm of Pine & Thomas, Hollywood, has purchased two film series to be written for television and has established a tv department to be supervised by writer Paul Monash, it was announced last week. Pilots on the two series will be shot in May.

Pine & Thomas, currently producing for United Artists release, has made 83 films as an independent firm. The project for television was first conceived by the late William Pine and William Thomas, partners. Howard Pine, son of William Pine, continues as partner with Mr. Thomas in the new venture.

Frank Gruber, novelist and screen writer, will write the first pilot script for a series, *Outpost,* and will function as writer and story editor on the series.

Mr. Monash, in addition to supervising the new tv department, will write the pilot script for *Torrid Zone* and function as story editor on this second series.

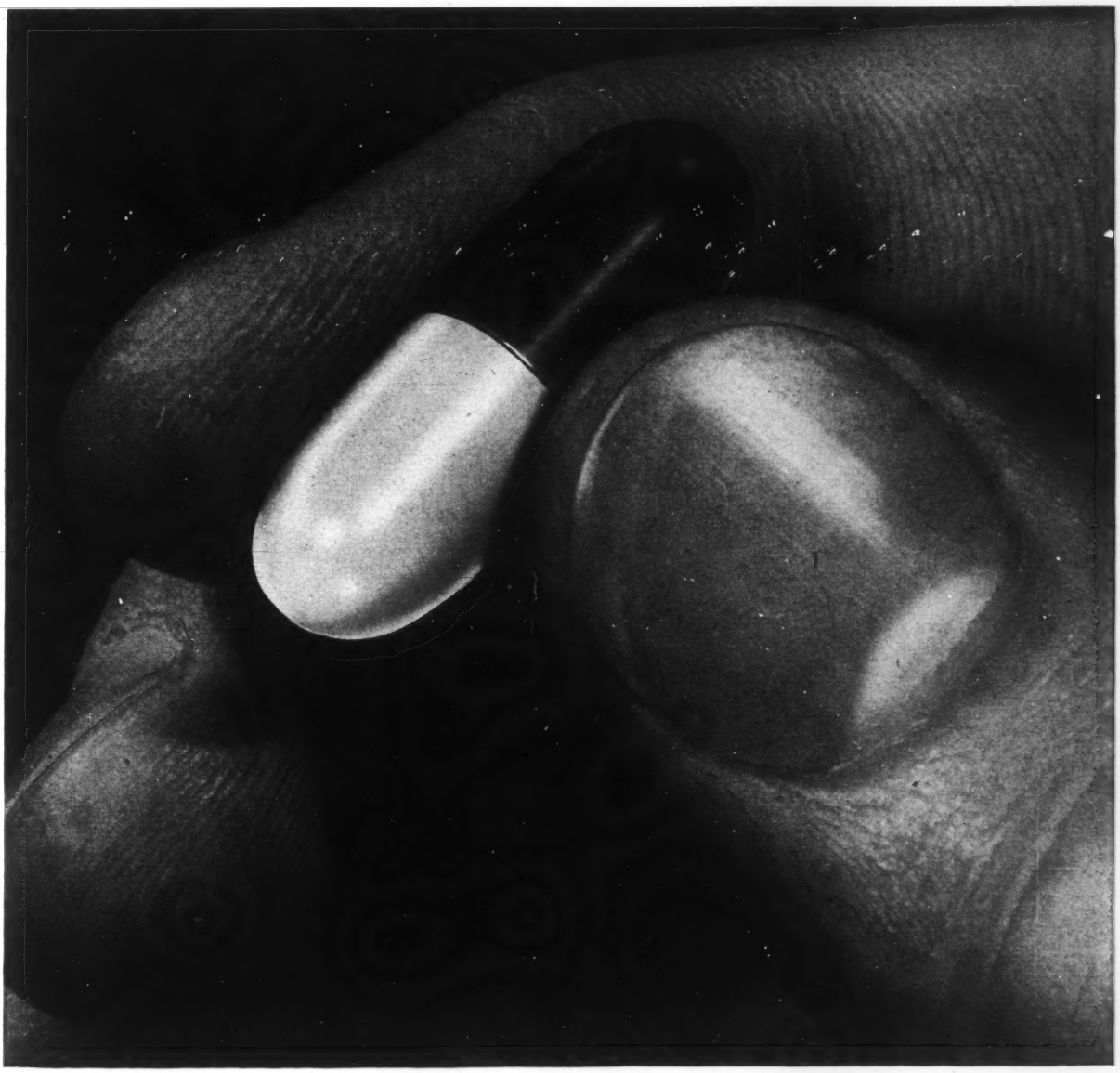
Tv Inc., Film Purchaser, To Hold Meeting April 15

TV INC., nationwide station-owned collective film purchasing organization, will hold a board meeting April 15 at the Hotel Sheration-Blackstone, Chicago, it was announced last week by its president and chairman, Joe Floyd of KELO-TV Sioux Falls, S. D. It is expected the meeting will be attended by more than 150 station executives.

Officers of Tv Inc. include, W. D. Rogers, KDUB-TV Lubbock, Tex., executive vice president; Ed Craney, KXLF-TV Butte, Mont., treasurer; Jim Manning, also with KXLF-TV, secretary; Herb Jacobs, general manager of Tv Inc., New York; Mel Wheeler, WEAR-TV Pensacola, Fla.; William Smullin, KBES-TV Medford, Ore., and KIEM-TV Eureka, Calif., and Jim Russell, KKTV (TV) Yakima, Wash., all directors.

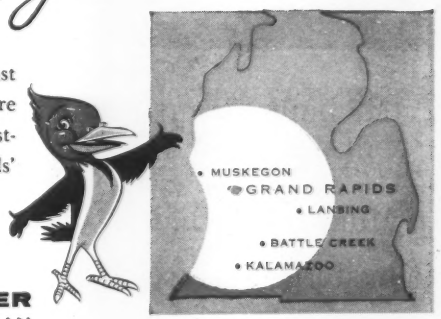
Time Saver

A SPECIAL closed-circuit tv operation has been built into Todd-A-O's new sound stage at Kling Studios, Hollywood, to cut the time necessary in film scoring. The system connects Kling's other two sound stages with Todd-A-O's control room on Stage Three, and will cut scoring time by 25%, according to Fred Hynes, sound director.



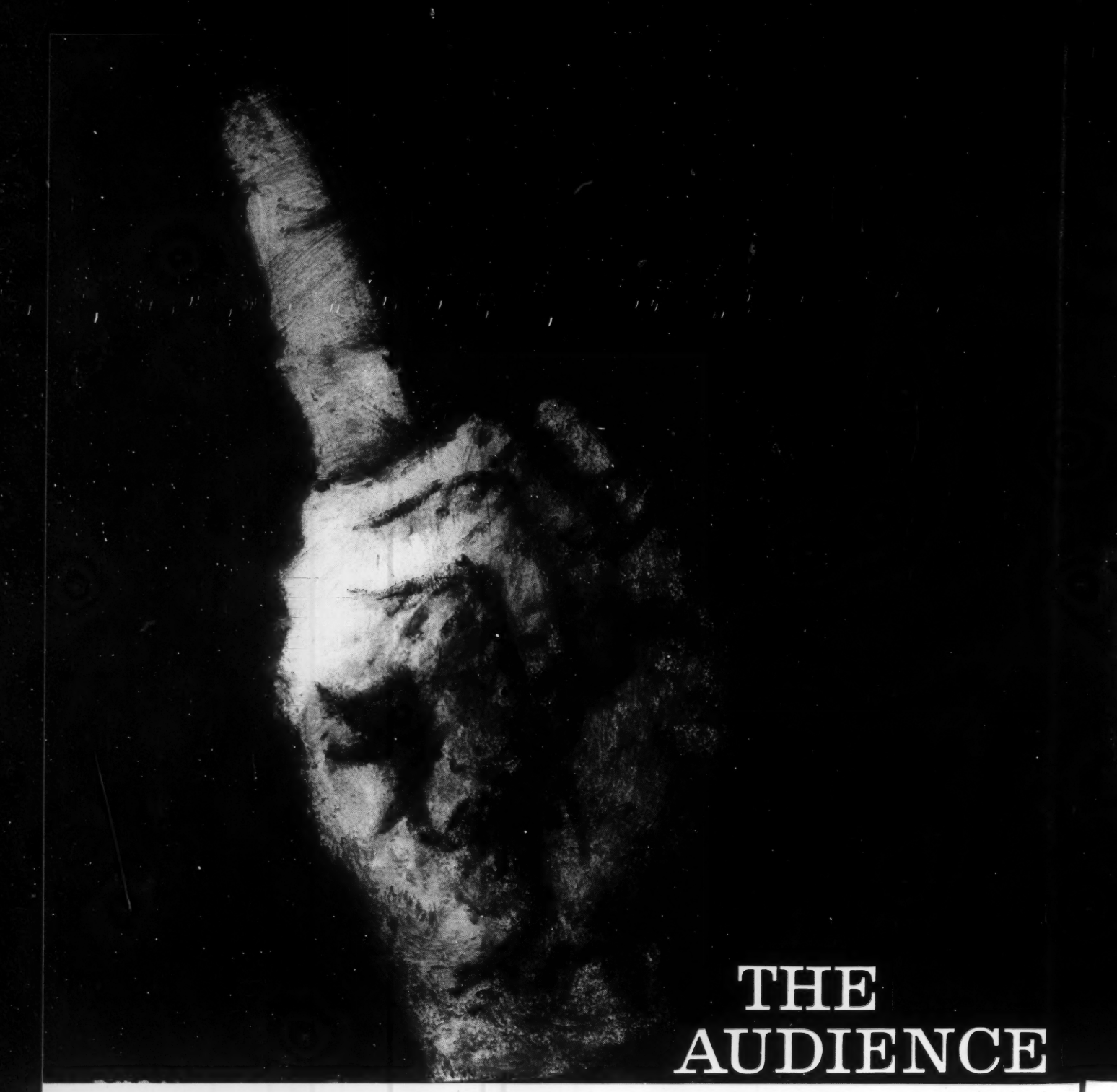
WOODLAND-TV *is* BIG *territory!*

Pills by the billion pop down the mouth of this vital market. Proof: last year it coughed up $309-million for pharmaceutical and drug sales. But are you getting your share? Here's the country's 20th television market. Western Michigan is YOURS . . . when you buy WOOD-TV, Grand Rapids' only television station. Ask us to tell you more.



WOOD-TV WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC BASIC; ABC SUPPLEMENTARY • ASSOCIATES: WFBM-AM AND TV, INDIANAPOLIS; WFDF, FLINT; WTCN-AM AND TV, MINNEAPOLIS • REPRESENTED BY KATZ AGENCY



THE AUDIENCE HE NEVER HAD

Hitler built his infamous career on his power to move audiences – first a handful of rowdies in a Munich beer hall; at the end, tens of thousands cheering themselves into hysteria at Nuremberg. But for his greatest single audience, reducing all the rest to insignificance, Hitler had to wait – had to wait until ten years after his death.

On Wednesday, March 14, in one single hour on NBC Television, Hitler ranted and postured before some 34,000,000 Americans—the largest audience ever to see a single documentary program on any network. Only a few days earlier, another ambitious

tyrant, Shakespeare's "Richard III," enjoyed an equally astounding post-mortem success on NBC. Together, the two programs constitute a stunning endorsement of the mass audience appeal of NBC's quality programming.

"The Twisted Cross" is one of NBC's exciting Project 20 Events on the currents and eddies of the 20th Century. Produced by Henry Salomon, scheduled at peak viewing hours, these unusual programs bring new force, new vigor to a sponsor's advertising. More Project 20 Events are in preparation on the network where . . .

exciting things are happening NBC TELEVISION

New Color Film Series Slated By Baptists for N. Y. Showing

THE FIRST in a series of 13 tv films produced by the Southern Baptist Convention for local station distribution will be shown Thursday in New York at a special screening. Titled *This Is the Answer,* the Baptist non-denominational films reportedly are the first religious tv programs filmed in color. Budgeted at $600,000-$700,000, the films are part of a $3 million radio-tv campaign [B•T, March 21, 1955].

According to Rev. Paul M. Stevens, director of the Convention's Radio & Television Commission, the films—based on parables from the Bible—were produced in Hollywood by Family Films, which also produces films for the Lutheran Synod Church. No date has been set for initial placement on U. S. stations. The Southern Baptist Convention also produces *The Baptist Hour,* spending approximately $500,000 a year on these programs.

UPA to Expand in N. Y.

IN line with plans to expand animation production activities on both the East and West Coasts, UPA Pictures Inc., New York, announced last week it will move into larger quarters in New York next month. A spokesman said the firm will increase its present working area by more than one-third, with a total of 5,000 square feet on the fourth floor of a new building at 60 E. 52d St., New York.

TPA Names Four Salesmen

APPOINTMENTS of Ralph Baron, Harvey L. Fichter, Gerry Girouard and Howard Stegner to the sales staff of Television Programs of America, New York, were announced last week by Michael M. Sillerman, executive vice president. Mr. Baron, formerly with Ziv Television Programs, has been assigned to the Philadelphia-Baltimore-Washington territory; Mr. Fichter, previously with Special Devices Inc. as New York sales manager, will cover the South Atlantic States; Mr. Girouard, recently with Ziv Tv, has joined TPA's general field staff, and Mr. Stegner, previously in the textile and apparel field, has been assigned to the midwest division.

Alexander Combines Sections

ALEXANDER FILM Co.'s sales promotion and public relations sections at Colorado Springs, Colo., have been combined under the title of Sales Promotion Dept., it was announced last week.

Under the new setup, described as a move "to consolidate and expand" the advertising film company's sales promotion, Bill Hillhouse, formerly sales promotion manager, has been named to the newly-created position of assistant to the president for sales promotion. Bob Geddy Jr., formerly director of public relations, has been made sales promotion manager and Leland Feitz, Tom Harrington and Ted McKee have been appointed assistants to Mr. Geddy.

DuMont Names Two

HENRY HUMPHREY, manager of the film department of DuMont Broadcasting Corp. and its predecessor, DuMont Television Network, since 1953, last week was named film production coordinator for DuMont's Electronicam tv film system. Leonard J. Ostrow, former WINS New York account executive, was appointed Electronicam sales manager.

Guild Units in Hollywood

GUILD FILMS Co., N. Y., has moved its west coast headquarters to enlarged quarters at 8255 Sunset Blvd., Hollywood, Calif., consolidating under one roof its various offices in the city.

FILM SALES

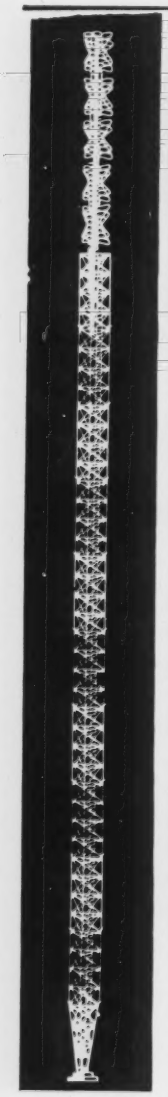
Award Television Corp., N. Y., announces *Jimmy Demaret Golf Show* to be shown on WSIX-TV Nashville, Tenn., sponsored by General Truck Sales Co.; KOPO Tucson, Ariz., J. Knox Corbett Lumber Co.; WBEN-TV Buffalo, N. Y., Allied Automotive Supply Co.; WMBV-TV Marinette-Green Bay, Wis., Green Bay General Tire Co., and WFAA-TV Dallas, Tex.

Guild Films, N. Y., reports sale of *The Goldbergs* and *Looney Tunes* to CBMT (TV) Montreal. *Goldberg* purchase was for Gattusso olive oil, through Schneider-Cardon Ltd., Montreal.

Sterling Television Co., N. Y., has sold *Invitation Playhouse, Little Show* and *Little Theatre,* tv film series, to Home Radio & Furniture Co., Bangor, Me., for showing over WTWO (TV) Bangor.

FILM DISTRIBUTION

Walter Schwimmer Co., Chicago, has acquired international syndication rights to *It's Baby Time,* film series produced by Herbert Laufman



HIGHER THAN THE "QUEEN" IS LONG

for greater coverage with a perfect picture

Queen Elizabeth . . . 1031 feet long
WISN-TV Tower . . . 1105 feet high
WISN-TV Power . . . 316,000 watts

Here is the tallest structure in Wisconsin . . . taller than the "Queen" is long (Elizabeth . . . the boat . . . that is!). That means top coverage for TV advertisers! So, put your sales messages on WISN-TV. You'll blanket Milwaukee County and 23 rich surrounding counties.

THE "BIG TOP" in MILWAUKEE TV

WISN-TV 12
CHANNEL MILWAUKEE
BASIC ABC AFFILIATE

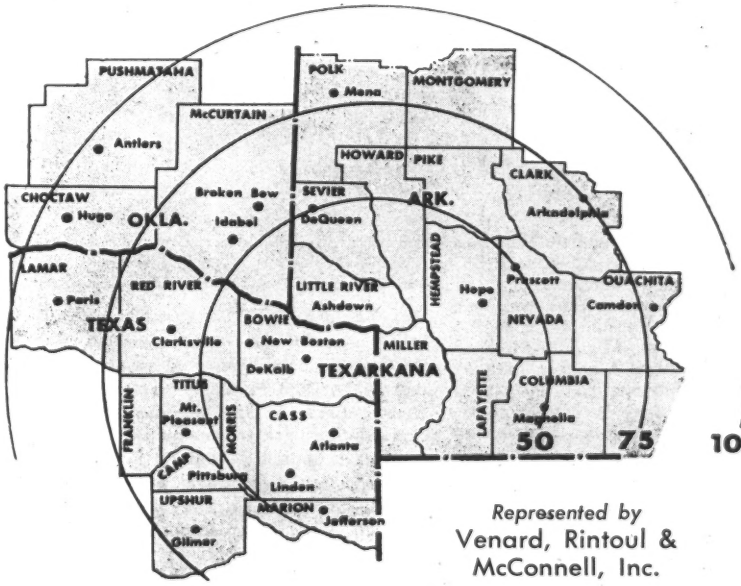
Represented by
Edward Petry & Co., Inc.

Still DOMINANT

ACCORDING TO FEBRUARY TELEPULSE

26 County Area

STATION	TOTAL WEEKLY AUDIENCE
KCMC-TV	**58%**
STATION "B"	14%
STATION "C"	12%
MISC.	16%



Represented by
Venard, Rintoul & McConnell, Inc.

FIRST PLACE in 19 of the 26 counties

KCMC-TV

CHANNEL 6

Maximum Power

TEXARKANA

TEXAS—ARKANSAS

CBS INTERCONNECTED ABC

Walter M. Windsor
General Manager

Richard M. Peters
Dir., Nat'l Sales & Promotion

and James Jennings, that city. Fifty-two films, made in cooperation with American Medical Assn., to be made available nationally or regionally to selected baby food product manufacturers. Series currently sponsored by Libby, McNeil & Libby through J. Walter Thompson Co. for baby foods in 25 major markets. Program features Dr. W. W. Bauer, director of AMA's Bureau of Health Education, and Jane Warren, R.N.

Official Films Inc., N. Y., named by E. I. duPont de Nemours & Co. as distributor of 39 original *Cavalcade of America* filmed tv programs. Official shortly will place series in syndication under title of *The American Story.*

Association Films, N. Y., is making available for free loan to tv stations new 18½ minute sound and color film, "Design for Dining," which tells story of frozen food industry. Film was produced by Enos Assoc. for National Assn. of Frozen Food Packers.

Federal Civil Defense Administration, Battle Creek, Mich., announces three films for tv stations. Films, 16mm, black-and-white, are: "Rehearsal for Disaster," produced by American Trucking Assn. in cooperation with FCDA; "Bombproof," produced by Burroughs Corp. with FCDA and starring Walter Abel, and "Big Men in Small Boats," by Chrysler Motors Corp. for distribution to areas where water evacuation might be defense factor.

Cinema-Vue Corp., N. Y., has purchased half-hour children's tv film program, *The Adventures of Danny Dee,* and is making 39-episode series available to tv stations and agencies.

Modern-Tv, Div. of Modern Talking Picture Service Inc., N. Y., announces new group of free films available to stations: "Principal Product," 13½ min., produced for Chrysler Corp.; "Avery Island, Home of Tobasco," 28½ min., for McIlhenny Co.; "Cable Makers," 13½ min., for Rome Cable Co.; "The Greatest Good," 27 min., for Upjohn Co., and "Dan Tober's Ledger," 27 min., for American Steel and Wire Div., U. S. Steel Corp.

FILM PEOPLE

Robert Bergmann, head of radio-tv production of Norman, Craig & Kummel, N. Y., appointed production supervisor of Transfilm Inc., N. Y.

Howard Alston, head of operations, CBS, West Coast, to RKO Radio Studio, Hollywood, as assistant production manager.

R. T. Wittwer, formerly midwestern sales manager for General Teleradio Inc., and previously with NBC Spot Sales, appointed to Chicago staff of Ziv Television Programs.

Andre H. Carbe, production supervisor and director, George Blake Enterprises, N. Y., resigned to enter freelance film direction field, and has been assigned by C. L. Miller Adv., N. Y., as agency's supervisor on *Oral Roberts* religious film series.

Gerry Lynch, drama graduate of Mt. San Antonio Junior College, West Covina, Calif., signed by Hollywood tv producer Don Fedderson, to research staff of CBS-TV *Do You Trust Your Wife?*

Jean Hagen, co-starred with Danny Thomas in ABC-TV *Make Room for Daddy,* Marterto Productions, has left cast.

Robert Newton, star of *Long John Silver* tv series, died of heart ailment, March 25 in Beverly Hills, Calif.

George G. Weiss, vice president in charge of syndication, Studio Films, N. Y., and president of WBBQ Augusta, Ga., and WPAL Charleston, S. C., elected vice president of Cylinder Finance Corp., Augusta.

NARTB SETS CONVENTION LABOR CLINIC

New feature will take form of closed-door management discussion. Also on Monday agenda: Community Broadcasters Assn., and Radio Advertising Bureau. Public service exhibit planned.

NEW FEATURE of NARTB convention week, scheduled April 15-19 in Chicago, will be the first labor clinic, a closed-door management discussion to be held Monday, April 16, at the Conrad Hilton Hotel. The clinic will be held 4-6 p.m., according to Charles H. Tower, NARTB employer-employe relations manager.

Key speaker will be John Seybold, labor relations director of the Allied Employers Printing Assn., Philadelphia, widely known in the collective bargaining field as an authority on wage problems. During World War II Mr. Seybold was wage stabilization director for the Philadelphia Regional War Labor Board. Before that he taught economics at Swarthmore College.

A panel discussion will feature Mr. Seybold along with A. Bert Locke, labor relations expert with Associated Industries of Minneapolis, who has handled many broadcast labor problems in the twin-cities area; B. Lowell Jacobsen, NBC personnel director, formerly active in RCA personnel and labor relations, and Charles West, assistant treasurer of *Peoria* (Ill.) *Journal Star* and owner-operator of WTVH (TV) Peoria, who was a labor specialist with major airlines. Final event of the clinic will be a give-and-take discussion led by Mr. Tower. Topics on the clinic agenda include wage points raised by Mr. Seybold, with panel questions slated for audience discussion.

A meeting is scheduled at 2:30 p.m. the same afternoon by Community Broadcasters Assn., which is filing a petition with the FCC asking increase in Class IV station power from 250 w to 1 kw (see story page 55). A half-dozen other groups will meet the same day, plus a morning session for fm broadcasters. The Monday agenda includes a tv membership business meeting, with several board members to be elected.

Thursday RAB Meeting

A half-day sales session will be held Thursday afternoon, April 19, by Radio Advertising Bureau to "document" radio's advantages as an advertising medium. Theme of the two-hour afternoon session will be "Radio—Best of the Big Four." RAB President Kevin B. Sweeney and Vice President-General Manager John F. Hardesty will unveil presentations which contrast radio as an advertising medium with tv, newspapers and magazines. The sales session starts at 2:45 p.m. at the Conrad Hilton and will be open to all broadcasters.

The second special public service exhibit will be held during the convention under sponsorship of The Advertising Council and NARTB. Organizations sponsoring council campaigns will display highlights of their work and will have a chance to discuss problems with broadcasters.

Theme of the exhibit will be, "Broadcasters—You Can Be Proud of Your Service to America." Forty-odd individual exhibits will be set up in the Normandie Lounge and writing room on the Conrad Hilton mezzanine. Exhibits will open Sunday, April 15, as will the heavy equipment displays in the lower lobby and the program-light equipment displays on the fifth and sixth floors.

The public service exhibit booths will be open in mornings and afternoons, with receptions in the evenings. Coordinating exhibits are Mrs. L. S. Schwartz and Gordon Kinney, for The Advertising Council, and Fred Garrigus, NARTB organizational services manager. The following government agencies and private organizations will have public service booths:

National Citizens Council for Better Schools, CARE, United Community Funds & Councils of America, Crusade for Freedom, Federal Civil Defense Administration, U. S. Forest Service, American Red Cross, Religion in American Life, National Safety Council, U. S. Treasury Dept. (U. S. Savings Bonds Div.), Ground Observer Corps, American Heritage Foundation, U. S. Committee for United Nations Day, American Cancer Society, American Diabetes Assn., American Heart Assn., Arthritis & Rheumatism Foundation, Big Brothers of America, Boys Clubs of America, Boy Scouts of America, Campfire Girls Inc., Keep America Beautiful, National Assn. for Mental Health, Religious Overseas Aid, National Conference of Christians & Jews, National Foundation for Infantile Paralysis, National League for Nursing, National Society for Crippled Children, National Tuberculosis Assn., United Cerebral Palsy, United Negro College Fund, National Multiple Sclerosis Society, National Fund for Medical Education, Junior Achievement, American Hearing Society, National Assn. for Retarded Children, Pan American Union, Dept. of Defense, The President's Committee on Employment of the Physically Handicapped, 4-H Clubs, ACTION, National Fire Protection Assn.

NARTB Names Ogle, Walker to Staff Posts

MR. WALKER

MR. OGLE

TWO staff appointments were announced Thursday by NARTB President Harold E. Fellows. Byron (Barney) Ogle becomes midwest station relations field representative and William L. Walker, auditor, becomes assistant treasurer.

Mr. Ogle, vice president of Texas Assn. of Broadcasters and executive director of KRGV Weslaco, Tex., for a decade, will join the Station Relations Dept. April 15, according to Jack Barton, department manager. He began his radio career in 1937 with O. L. (Ted) Taylor, Southwest broadcaster. He has been secretary-treasurer of TAB and served on the board. In Weslaco he has been president of the Chamber of Commerce.

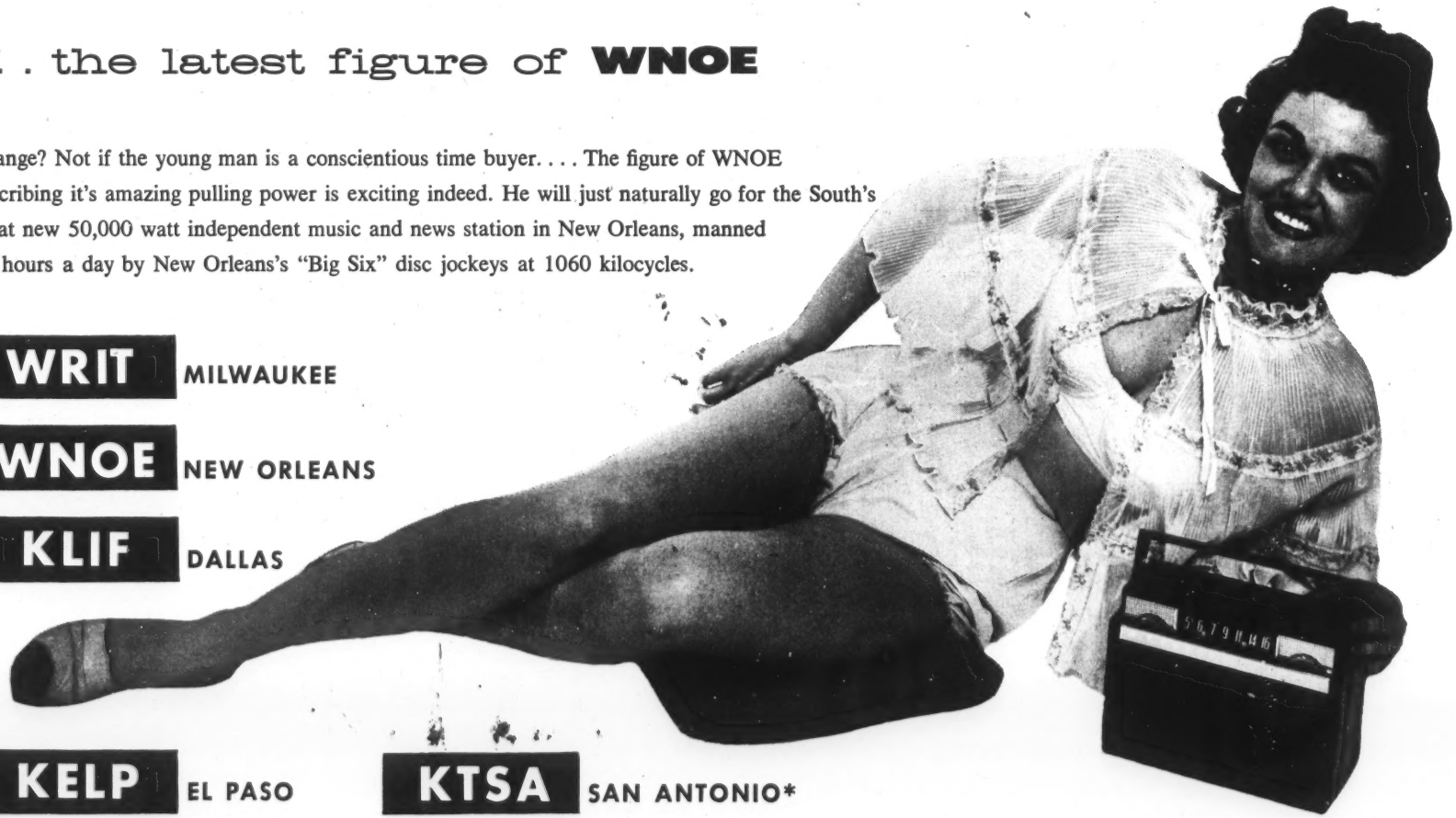
Mr. Walker joined NARTB eight years ago, having been purchasing agent for a Baltimore construction company. He is a native of Akron and graduate of Strayer Business College, Washington. During World War II he served with the Army airways radio communications system.

In the spring a young man's fancy

turns to the latest figure . . .

. . . the latest figure of **WNOE**

Strange? Not if the young man is a conscientious time buyer. . . . The figure of WNOE describing it's amazing pulling power is exciting indeed. He will just naturally go for the South's great new 50,000 watt independent music and news station in New Orleans, manned 24 hours a day by New Orleans's "Big Six" disc jockeys at 1060 kilocycles.



WRIT MILWAUKEE

WNOE NEW ORLEANS

KLIF DALLAS

KELP EL PASO

KNOE MONROE

KTSA SAN ANTONIO*

WGLS GREATER ATLANTA

NOEMAC STATIONS

NEWS MUSIC

*FCC APPROVAL OF TRANSFER PENDING

NATIONALLY REPRESENTED BY H-R REPRESENTATIVES, INC.

NTFC FORUM STUDIES COLOR FILMS FOR TV

Speakers and panels discuss problems, offer solutions at New York meeting.

THE CHALLENGES facing color tv film and the approaches suggested to cope with these problems were explored last week in New York at a forum of the National Television Film Council on "The Use of Color Film in Television."

A keynote speech by Dr. Alfred N. Goldsmith, television consultant and board chairman of NTFC, held out the conviction that color tv film currently is a timely and commercially significant subject, because color tv will be making its impact on the country by next year. He pointed to industry estimates of 300,000 color sets in U. S. homes by the end of this year, with the figure rising to more than a million at the end of 1957 and tripling again by 1960. Another index Dr. Goldsmith used to illustrate the growing significance of color television was the amount of time devoted by networks to the medium, dwelling particularly on NBC-TV's 40 hours-a-month color schedule. He said NBC-TV's color output would double in the fall and CBS-TV has indicated it will increase its color tv programming.

Dr. Goldsmith observed that the color tv film field is faced with several problems, including those of costs and efficient and skillful use of the medium. He voiced confidence that the various occupational groups within the color film field will meet the challenge successfully, drawing upon their experience in black-and-white tv.

A panel on tv color film raw materials, composed of E. M. Stifle of the Eastman Kodak Co., and Harold Jones of the Ansco Div., General Aniline & Film Co., described the lines of color film stock their companies are making available for tv use. Mr. Stifle told the council that Eastman Kodak has built a closed-circuit tv system in the company's laboratories to gain knowledge of projection and transmission of film, adding that some of its recommendations have led to improvement in equipment for stations and networks.

Robert Jenness of Sarra Inc., who participated in a panel on tv color film production, made the proposal that various producers band together on a joint project to determine how a specific color tone can be achieved in tv film production. He suggested that each producer be assigned a specific color shade and film footage be produced, and that all conditions surrounding the production be recorded and subsequently published. Dr. Goldsmith pledged the cooperation of NTFC to such a project. Mr. Jenness also cautioned producers against use of "complicated mats, tricks and gimmicks" in production of tv color film commercials, pointing out they make commercials even more costly and often fail to improve them.

From the point of view of the art director involved in tv film color production, David Bixby of Kenyon & Eckhardt emphasized that in producing a commercial for tv, creative effort must be directed toward the picture rather than the sound. He indicated that stress often is placed on the copy content of the commercial, rather than on images that have "visual flow." It is the practice at K&E, he said, for the art director and the copywriter to work out the creation of a commercial.

Discussing special effects for tv color films, Ralph Koch, K & W Film Service, warned producers that effects for color tv films cost about ten times as much as they do for black-and-white and require about ten times as much time on production. His main complaint was directed at storyboards in which special effects cannot be readily envisioned by the specialist, thereby leading to increased cost.

T. J. (Ted) Gaski of Consolidated Films Industries described how a laboratory can process various types of negatives, positives and prints from a 35mm original color negative. He urged producers to "get your image on the negative the way you want it" and said laboratories then could process the film for maximum effectiveness.

A panel on tv color film transmission replied to various questions from the audience. They were unanimous in the opinion that color films transmitted over color systems were received "excellently" over black-and-white sets. They said that agencies and advertisers seemed to find no fault with the reception of color films on black-and-white sets, though they realized that certain critics have expressed a contrary opinion. The panel consisted of Charles L. Townsend, NBC-TV; John Wittaker, CBS-TV; Ted Grenier, ABC-TV, and Dr. Thomas T. Goldsmith Jr., Allen B. DuMont Labs.

John Schneider of the Biow Co., NTFC president, presided at the forum. Dr. Alfred N. Goldsmith served as panel moderator.

Kentucky Broadcasters Honor Gov. Chandler

BROADCASTING provides an effective way of reaching the public, Kentucky Gov. A. B. Chandler said March 22 in an address to the Kentucky Broadcasters Assn., meeting in Louisville. "I like the way broadcasters, generally, handle themselves before the microphones because through this medium there can be no erroneous, slanted headlines and no malicious, untruthful and brutal editorials," he said.

Gov. Chandler was awarded the KBA "Kentucky Mike" for his role in guiding a radio libel law through the state legislature. FCC Comr. Robert E. Lee addressed the meeting. Program activities included a panel discussion of farm programming, sales and safety plus a business meeting.

"KENTUCKY MIKE" award was presented to Gov. A. B. Chandler (l) at the Kentucky Broadcasters Assn. meeting for his role in passage of a radio libel law. Presenting the award is Gilmore Nunn, WLAP Lexington, KBA president.

NARTB APPRAISING RIGHTS OF ACCESS

Freedom of Information Committee starts state-by-state study of admission of radio-tv to public proceedings.

A STATE-BY-STATE appraisal of radio-tv's rights of access to public proceedings was set in motion last week by the NARTB Freedom of Information Committee.

The study is designed to find out more exactly how great a problem the broadcast media have to overcome in their continuing battle for the right to take the tools of their trade—microphone and camera—into such proceedings on a par with the rights of other media.

It will be conducted through the Freedom of Information Committees of the various state broadcasters associations, authorities reported after the meeting. They expressed hope that results would be available by the time of the next committee session, date of which has not yet been set.

In its study of the problem, the committee had the benefit of one such study, conducted by the Pennsylvania Assn. of Broadcasters' Freedom of Information Committee and reported to the PAB board in February by Cecil Woodland, WEJL Scranton, chairman of the Pennsylvania committee.

This report, based on replies from 51 Pennsylvania stations, showed that out of a total of 104 requests for permission to cover public proceedings ranging from magistrate courts to state senate and house sessions, 84 were granted as against 30 denied. But most of the 51 stations had not sought permission to cover.

Fifty of the 51 said they had not asked for the right to cover state superior court, state supreme court, or U. S. District Court of Appeals sessions (in each case, the one station which did apply was refused). At the other extreme, 26 had requested permission to cover city council meetings and all but two were permitted.

"Of particular significance in my opinion," Mr. Woodland's report said, "is the large number of broadcasters who have failed to ask permission to broadcast from various places, and . . . I would like to comment that it makes it difficult to determine whether or not we are being deprived of news dissemination privileges if we fail to ask permission in the first place."

In last week's meeting, held Thursday in New York under the chairmanship of Robert D. Swezey, WDSU-AM-TV New Orleans, the committee also:

- "Welcomed" a proposal by its counterpart committee of Sigma Delta Chi, national journalism franternity, that there be closer liaison, including an annual joint meeting, between the two groups and also with the American Society of Newspaper Editors and other organizations with similar problems and projects. The NARTB staff was authorized to help work out details with SDX.
- Heard a report by Joseph L. Brechner, WGAY Silver Spring, Md., on the District of Columbia-Maryland Assn.'s success in gaining permission to cover the Maryland house of delegates' "grand inquest" investigation of a

Another thinly disguised WJR success story

So who needs copy for commercials?

Lo, the poor copywriter! He writes glowing commercials about wheat germ only to have them go to WJR's "Mrs. Page." She rewrites them completely—in some cases does nothing but ad lib.

She's so good at it that the wheat germ maker keeps praising her "outstanding sales record" in WJR's coverage area.

He must know. He wouldn't keep renewing WJR if he didn't.

For 28 years "Mrs. Page" has been cultivating her female audience. Here's what Alfred Politz Research, Inc., found out about it in a recent listener survey in a portion of WJR's area:

Every morning between 7 and 10 a.m. 259,000 women sit glued to WJR. Another 266,000 divide their loyalties between all other Detroit stations.

And Politz made this discovery: listeners *do* trust one station's advertisers more than another's. Listeners prefer advertising on WJR 2 to 1 over the next station.

Your ad manager must know that WJR is the way to *move goods fast* in Detroit and the Great Lakes market. If he does, you, too, can be a success.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network

Here's WJR's primary coverage area. Write us for your free copy of the Politz report or ask your Henry I. Christal Co. man.

Baltimore transit strike. The committee voted a commendation to the D. C.-Maryland Association for its work.

• Heard John F. Meagher, NARTB radio vice president, report on Knoxville broadcasters' success in overturning a ban on city council coverage by radio-tv.

• Heard Vincent Wasilewski, NARTB government relations manager, review the techniques used to demonstrate the unobstrusiveness of radio-tv to the Colorado Supreme Court [B•T, Feb. 13], and approved the preparation of a "how-to-do-it" booklet based on experiences of various stations in covering public proceedings.

• Voted to give wider distribution to the Colorado Supreme Court's ruling that microphone-camera coverage should no longer be barred because of the American Bar Assn.'s Canon 35 [B•T, March 5]. Copies of that decision will be sent to the top courts in each state, to the canon committees of state bar associations, etc.

Committee members on hand for last week's meeting, in addition to Chairman Swezey, were Mr. Brechner; Victor C. Diehm, WAZL Hazleton, Pa.; Harold Essex, WSJS-TV Winston-Salem, N. C.; Henry H. Fletcher, KSEI Pocatello, Idaho; Frank Fogarty, WOW-TV Omaha; John S. Hayes, WTOP-TV Washington; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Victor A. Sholis, WHAS-TV Louisville; E. R. Vadeboncoeur, WSYR Syracuse. Network representatives: John Daly, ABC; Elmer Lower (representing Sig Mickelson) CBS; Milton Burgh, Mutual; Sam Sharkey (representing Davidson Taylor), NBC. Nicholas A. Basso, WSAZ Huntington, W. Va., is Radio-Television New Directors Assn.'s observer on the committee.

Committeemen not present included Richard O. Dunning, KHQ Spokane, Wash.; Paul Raibourn, KTLA (TV) Los Angeles, and P. A. Sugg, WKY-TV Oklahoma City.

Time buyers! Now you can get

CHOICE VHF TIME IN MILWAUKEE!

BLACK AND WHITE *PLUS COLOR* AT LESS THAN COMPETITIVE BLACK AND WHITE RATES

Pick your own time
...First come, first served
WITI-TV on the air in May

Milwaukee's newest television station WITI-TV, goes on the air in May with full power—tallest tower above sea level—reaching 600,000 sets with top programming. Take your choice of half-hour shows, special events, feature films, live local programs—news, weather, sports—all in full color. These availabilities can't last long, so get the word out to your clients and place your orders now. Options available upon request.

Here's a Sample!

7:30 to 9:30—Mon. thru Sat.—NTA's "Fabulous Forty" features including Alec Guiness in THE CAPTAIN'S PARADISE, James Mason in THE MAN BETWEEN, Moira Shearer in TALES OF HOFFMAN, Stewart Granger in CAPTAIN BOYCOTT, Maurice Evans and Martyn Green in THE GREAT GILBERT & SULLIVAN.

For rates, options
and additional availabilities,
write, wire or phone
The Branham Co.
or
Sales Manager

WITI-TV CHANNEL 6
Milwaukee 3, Wis.
Broadway 3-6666

WITI-TV CHANNEL 6 VHF GREATER MILWAUKEE

AAFP IN CHICAGO NAMES L. P. MOMINEE PRESIDENT

General manager of Atlas Film Corp. succeeds Mercer Francisco. Lang S. Thompson elected vice president; James E. Holmes, secretary, and Jack Lieb, treasurer.

LAWRENCE P. MOMINEE, Atlas Film Corp., Chicago and Oak Park, Ill., has been elected president of the American Assn. of Film Producers in Chicago.

Mr. Mominee, Atlas vice president and general manager, succeeds Mercer Francisco, Francisco Films, who held office for two years. Other new officers are Lang S. Thompson, vice president and general manager of Wilding Picture Productions, Chicago, as vice president; James E. Holmes, Vogue-Wright Studios, Chicago, secretary, and Jack Lieb, Producers Film Studios, Chicago, treasurer.

During Mr. Francisco's tenure AAFP agreed on a code of fair practices and methods for policing it and also adopted a reference contract covering all phases of motion picture production.

AAFP is one of four regional associations in the country. Representatives of more than 70 companies met in Chicago two months ago to lay the groundwork for a national federation to promote use of commercial films [B•T, March 5]. An executive group was named to meet with representatives of the Film Producers Assn. of New York and other organizations April 13.

Spann Elected President Of Arkansas Broadcasters

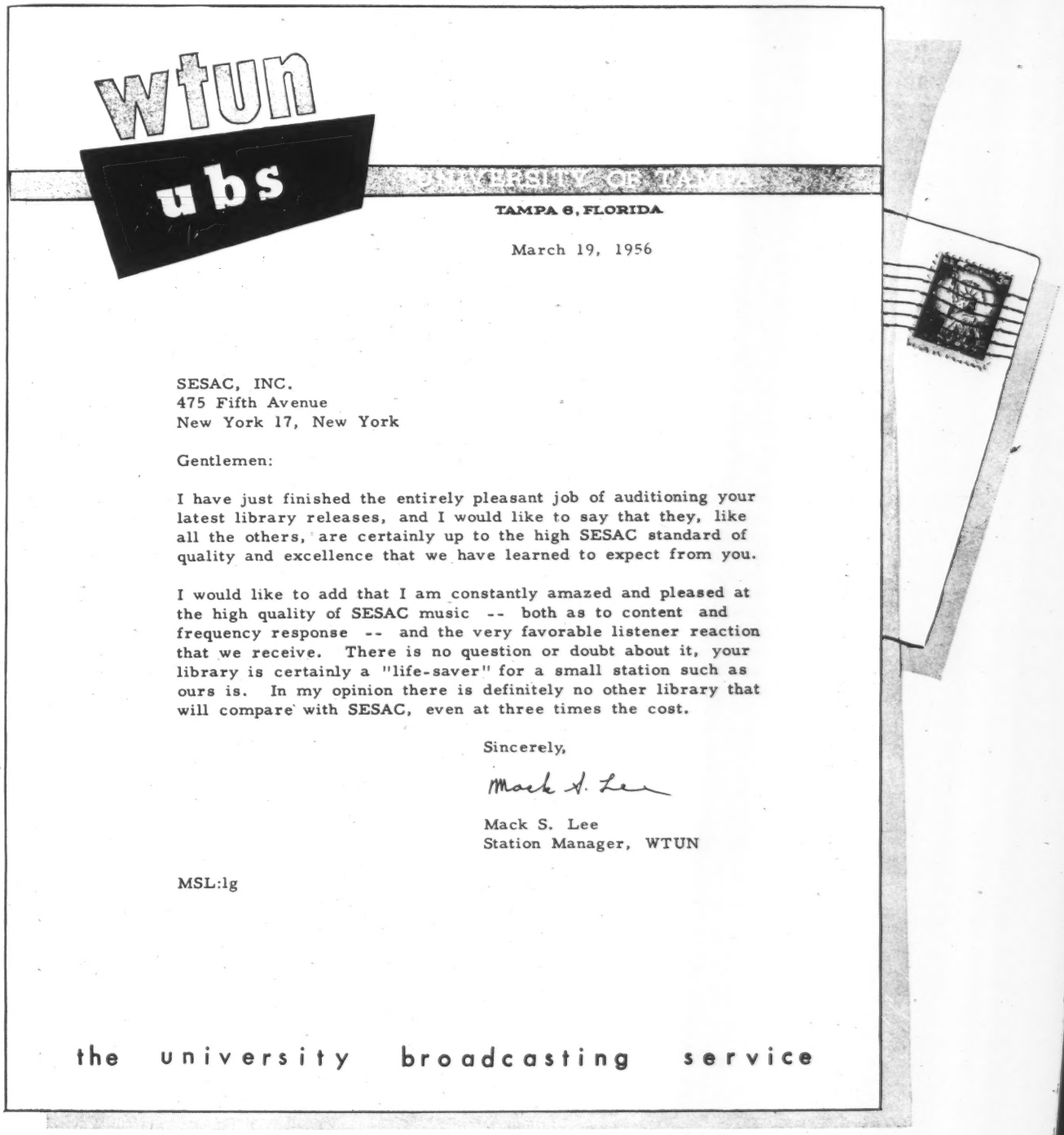
MELVIN P. SPANN, KWAK Stuttgart, was elected president of the Arkansas Broadcasters Assn. at the annual spring meeting March 23-25 in Little Rock. He succeeds L. B. Tooley, KXAR Hope.

Other officers elected were Ted Rand, KDRS Paragould, vice president, and C. J. Dickson, KWFC Hot Springs, secretary-treasurer. New members named to the board, in addition to the three new officers and retiring president, were Harold King, KBTM Jonesboro, and Jack Parrish, KOTN Pine Bluff.

ABA voted to retain a fulltime executive secretary to handle association business. Speakers at the meeting included James H. Hulbert, NARTB assistant employer-employe relations manager, and Arkansas Gov. Orval E. Faubus. Final event of the meeting was an all-day sales clinic.

Pa. AP to Meet April 6

THE 1956 Pennsylvania Associated Press Broadcasters News Conference will be held in the studios of KDKA Pittsburgh April 6, with meeting headquarters in the Pittsburgher Hotel. The day's activities will be highlighted by panel discussions and presentation of awards. Cecil Woodland, WEJL Scranton, is president of the group.



wtun
ubs
UNIVERSITY OF TAMPA
TAMPA 6, FLORIDA

March 19, 1956

SESAC, INC.
475 Fifth Avenue
New York 17, New York

Gentlemen:

I have just finished the entirely pleasant job of auditioning your latest library releases, and I would like to say that they, like all the others, are certainly up to the high SESAC standard of quality and excellence that we have learned to expect from you.

I would like to add that I am constantly amazed and pleased at the high quality of SESAC music -- both as to content and frequency response -- and the very favorable listener reaction that we receive. There is no question or doubt about it, your library is certainly a "life-saver" for a small station such as ours is. In my opinion there is definitely no other library that will compare with SESAC, even at three times the cost.

Sincerely,

Mack S. Lee
Station Manager, WTUN

MSL:lg

the university broadcasting service

Thank you, Mr. Lee

Sincerely,
SESAC

Radio Week Promotion Gains Community Support

CIVIC, fraternal and social organizations are joining the industry in promotion of National Radio Week, to be observed May 13-19 under auspices of NARTB, Radio-Electronics-Tv Mfrs. Assn., Radio Advertising Bureau and National Appliance & Radio-Tv Dealers Assn.

John F. Meagher, NARTB radio vice president, told network spokesmen at a preliminary meeting held Wednesday in New York that NARTB will send every radio station a kit of materials that includes spot announcements, program scripts and promotion ideas plus a sample proclamation for mayors and similar material. He said response of citizen groups has been favorable.

Robert S. Windt, CBS-Columbia publicity manager, in a report on behalf of RETMA, said manufacturers were solidly supporting the week. Distributors will be given a publicity kit as well as visual aids. Manufacturers have adopted the slogan "Give a Radio." This will be tied in with Mother's Day, May 13. John F. Hardesty, RAB vice president-general manager, said the association is concentrating on selling radio as an advertising medium. Promotional material is being sent potential sponsors, and a series of recorded jingles is being prepared.

Industry Group Names Brophy

THOMAS D'ARCY BROPHY, board chairman, Kenyon & Eckhardt, New York, and K&E Ltd., Toronto, has been named chairman of the advertising and public relations division of the Committee of American Industry, succeeding Donald K. Clifford, president of Doherty, Clifford, Steers & Shenfield, who will retain membership on the committee.

The CAI is a division of the National Fund for Medical Education, currently engaged in raising $10 million for support of the nation's 81 medical schools. The fund operates on a federal charter signed by Congress in 1954, thus giving it equal status with other national public agencies.

Receptions, Presentations Set For AAAA International Meet

A ROUND of receptions and presentations in New York and Washington, D. C., is being readied for delegates to the American Assn. of Advertising Agencies' international meeting of advertising agency leaders, April 24-May 4.

Events begin April 24 in New York when the delegates visit with the Advertising Research Foundation at the Hotel Sheraton-Astor for a briefing on ARF's operations. The next day they visit similarly with The Advertising Council at the Hotel Plaza. The Washington tour starts April 29 when agency leaders will be received by the U. S. Chamber of Commerce and feted at a cocktail reception at the Hotel Statler. On May 1 they will attend the Chamber's international luncheon as guests of AAAA. Other stops in the capital city will include the White House, the Dept. of Commerce and Voice of America studios.

May 3-4 will be taken up with the International Advertising Assn.'s eighth annual convention at the Hotel Plaza in New York. Delegates—agency leaders from some 35 countries—will attend the IAA meeting as guests of the AAAA. Various U. S. and international media companies and groups plan social and entertainment engagements during the two weeks.

FINANCING

KIDDER, PEABODY & CO.—

- Has underwritten over $1,000,000,000 of publicity offered securities in the past ten years.
- Has negotiated private financings in excess of $700,000,000 in the past five years.

—We Invite You to Call Upon Our Experience.

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States

Uhf Organization Schedules Meeting in Ohio Thursday

COMMITTEE for Competitive Television, overall uhf organization, is scheduled to hold the second of its state meetings April 5 at the Pick-Ohio Hotel, Youngstown, Ohio. The Ohio meeting comes a week after a meeting of Pennsylvania uhf outlets in Harrisburg.

Other state meetings are scheduled, John G. Johnson (WTOB-TV Winston-Salem, N. C.), CCT chairman, reported last week. He also announced the meeting of all uhf stations April 15 at the Conrad Hilton Hotel in Chicago prior to the NARTB convention.

First "concern" of CCT is to ensure that the FCC reports out with an all-channel television plan by June 1, according to the organization.

Mr. Johnson announced that the following pledged support for CCT at the Harrisburg meeting: A. K. Redmond and Dick Redmond, WHP-TV Harrisburg; Edgar T. Shepard Jr. and Ed K. Smith, WCMB-TV Harrisburg; Richard Burg, WNOW-TV York; Louis Appell Jr., WSBA-TV York; David M. Baltimore, WBRE-TV Wilkes-Barre; George Mead, WSEE (TV) Erie; Larry Israel, WENS (TV) Pittsburgh, and Humboldt Grieg, WHUM-TV Reading.

Ark. Daytime Broadcasters Name Edward Hall President

EDWARD HALL, manager of KDMS Eldorado, Ark., is new president of the Daytime Broadcasters Assn. of Arkansas.

Mr. Hall was elected at a meeting of the association held at Little Rock. Ray Livesay, chairman of the board of the national organization (DBA), reported to the group on progress toward getting fixed hours of operation from 5 a.m. to 7 p.m. daily the year round.

The annual membership meeting of the natinal Daytime Broadcasters Assn. will be held April 16 at the Sheraton-Blackstone Hotel in Chicago.

Compton's Holmberg Elected Central AAAA Chairman

ELECTION of L. O. Holmberg, vice president, Compton Adv., Chicago, as chairman of the Central Region of the American Assn. of Advertising Agencies, and Arthur G. Rippey, Henderson, Kostka & Co., Denver, as vice chairman, was announced last week. Mr. Holmberg succeeds Vincent R. Bliss, president, Earle Ludgin & Co., Chicago.

Re-elected were E. J. Lauesen, vice president, Fuller & Smith & Ross, Chicago, as secretary-treasurer, and Milton H. Reynolds, Allen & Reynolds, Omaha, as governor.

Tips on Consumer Promotions Given by Peckham in Address

SUGGESTED guideposts for using consumer promotions were offered by James O. Peckham, executive vice president of the A. C. Nielsen Co., speaking at a monthly chapter meeting in New York of the American Marketing Assn.

Mr. Peckham said that "successive and frequent consumer promotions on the *same* product generally produce smaller and smaller sales results"; "consumer promotions should be in addition to, and not in place of, normal advertising support," and "tie in your promotions with a new idea that can be merchandised to the trade—a needed new size, a demonstrably improved product, a better or more convenient container or put-up, a new use, a companion item."

one rate for all advertisers

Effective April 1, National & Regional Advertisers will benefit by the same rates enjoyed by local advertisers

WERH rate card # 4

effective April 1, 1956

	1 HR.	½ HR.	¼ HR.	10 MIN.	5 MIN.	Announcements
1 Time	$38.00	$22.60	$15.10	$12.80	$6.90	$3.60
26 Times	34.60	20.70	13.40	12.45	6.40	3.15
52 Times	31.50	19.00	12.35	11.80	5.70	2.88
104 Times	30.00	17.75	11.20	10.15	5.22	2.66
208 Times	27.50	16.60	10.05	9.05	4.90	2.40
260 Times	25.75	15.00	9.55	8.00	4.66	2.25
312 Times	24.00	13.90	9.10	7.20	4.25	2.00

On any single contract within a twelve (12) month period for 500 times or over, 10% will be allowed off the 312 times rate.

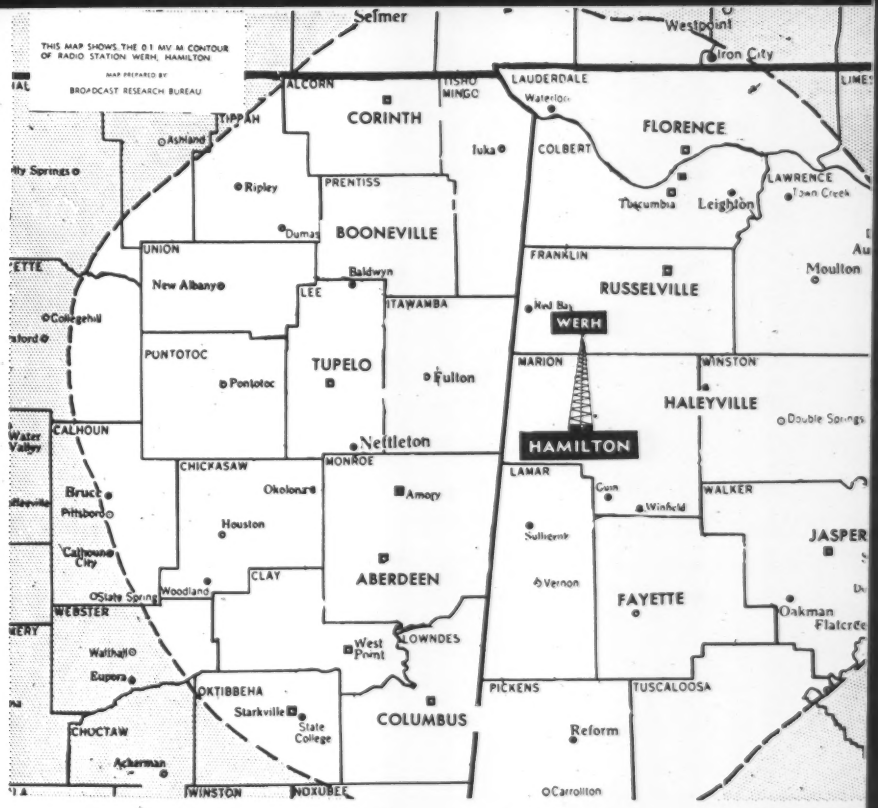
General Summary **CONLAN RADIO REPORT**, March, 1955 of Listening Habits in Hamilton, Alabama Area including Winfield, Sulligent, Red Bay and Guin (Ala.) and Fulton, Amory, Mississippi. Area Radio Homes—49,160.

SUNDAY THRU SATURDAY

Hours	6 A.M. to 12 Noon	12 Noon to 6 P.M.
Radios in Use	22.3	23.0

Distribution of Listening Homes Among Stations

WERH	76.6	78.3
Station "A"	6.3	7.3
Station "B"	5.6	4.3
Station "C"	3.4	2.7
Other	8.1	7.4



27 Counties

POPULATION *774,270*
FOOD SALES 1954 *$103,607,000*

RADIO FAMILIES *187,900*
DRUG SALES 1954 *$11,789,000*

RETAIL SALES *$403,420,000*
PASSENGER CARS *149,334*

These National and Regional Advertisers constantly buy WERH for blanket coverage of Northwest Alabama and Northeast Mississippi

Goodyear Tires
SSS Tonic
Zero-Ten
Royal Crown Cola
Westinghouse Appliances
Red Diamond Coffee
Topps Snuff
Betsy Ross Bread
True Tagg Paints
Armstrong Tires
Malone & Hyde Grocer Co.
L & M Cigarettes
American Snuff Co.
d'Con
Stanback
Maytag Appliances
N-W Alabama Gas District
Kelley's Canned Meats
General Electric
Gates Tire & Rubber Co.
Chevrolet-Oldsmobile
Florence Packing Co.
Oldsmobile
Faultless Starch
Pepsi-Cola
Orange Crush
Pam-Am Petroleum Co.
Sunshine Meal, Flour, Coffee
ABC Quality Chicks
Sunbeam Bread
Red Hat Feeds
Sherwin Williams Paints
Sherman Stores, Inc. (7)
Plymouth-Dodge
Loveman's Dept. Store, Birmingham
International Milling Co.
Coca-Cola
Gulf Refining Co.
Frigidaire Appliances
Big Smith Overalls
Chrysler-DeSoto
Ford Motor Co.
Singer Sewing Machine Co.

5000 Watts at 970 KC plus over 75% of listening homes means Results!

Affiliated with
KEYSTONE BROADCASTING SYSTEM

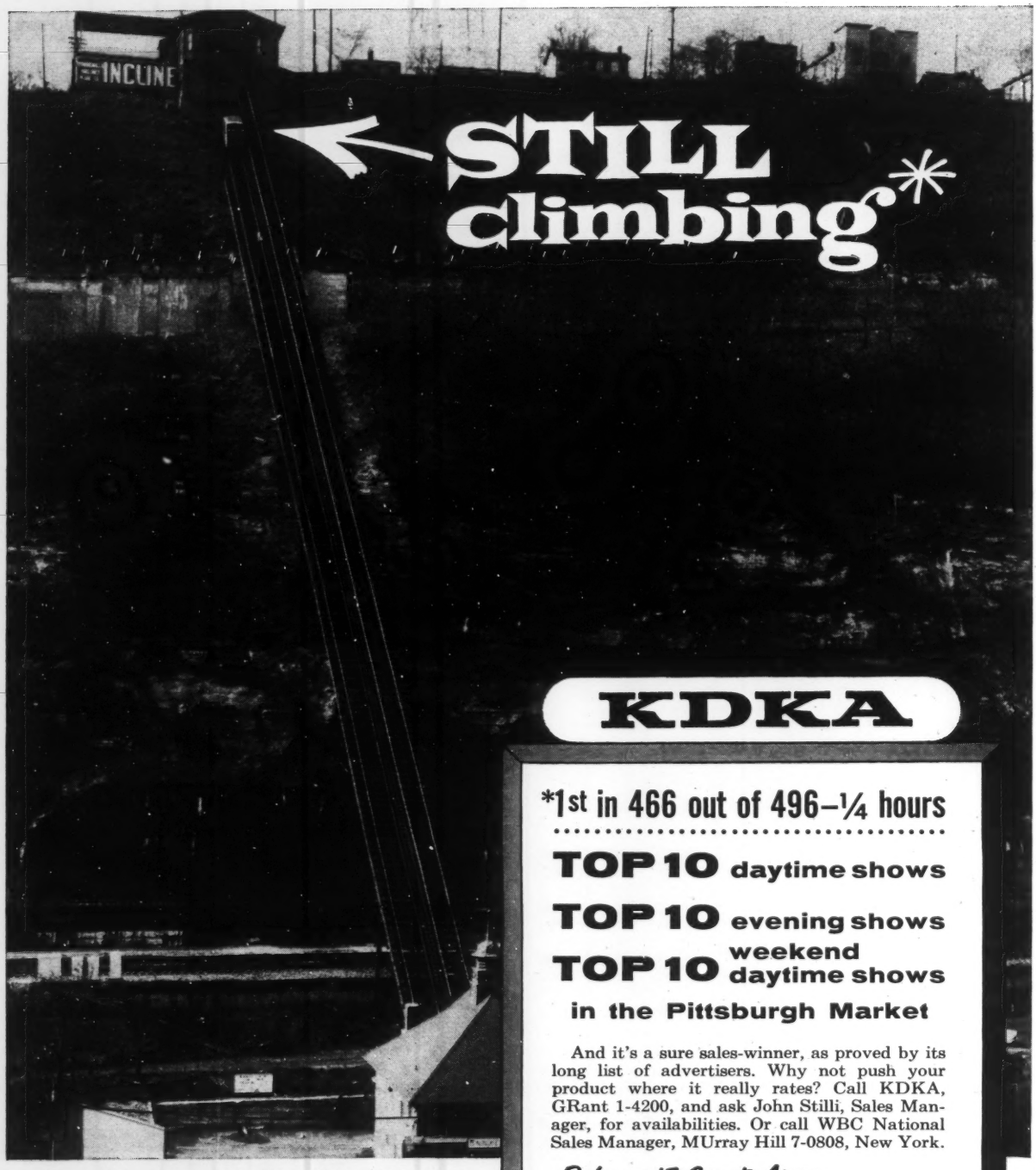
WERH

HAMILTON, ALABAMA • Owner-Mgr., Hugh Fite

5000 Watts
970 KC Daytime

Why spend for 10 stations in the same area when 1, WERH, gives you complete coverage!

Represented Regionally by **TOM ATKINSON**
Mortgage Guaranty Building, Atlanta


INCLINE
STILL climbing*
KDKA
*1st in 466 out of 496–¼ hours
TOP 10 daytime shows
TOP 10 evening shows
TOP 10 weekend daytime shows
in the Pittsburgh Market
And it's a sure sales-winner, as proved by its long list of advertisers. Why not push your product where it really rates? Call KDKA, GRant 1-4200, and ask John Stilli, Sales Manager, for availabilities. Or call WBC National Sales Manager, MUrray Hill 7-0808, New York.
Pulse – 15 County Area

The Monongahela Incline, a familiar sight to Pittsburghers, many of whom use this unique means of transporation daily.

KDKA - Pittsburgh

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

RULE ON TALL TOWERS PROPOSED BY FCC

Commission action would require applicants to use exisiting structures or "antenna farms" in effort to reduce hazards to aviation.

PROPOSAL to require tall tower applicants to use existing structures or "antenna farms"—or to justify why they can't do so—was made by the FCC last week. The purpose is to reduce hazards to aviation, the Commission said.

In a formal rule-making notice, the Commission asked for comments by May 31 and reply comments 20 days thereafter.

The proposed change in Parts 1 and 17 of the FCC's rules follows by a month acceptance of a revised agreement regarding tall towers by representatives of the broadcasting and aviation industries and government officials [B•T, March 5].

Involved are antennas more than 500 ft. above ground. The proposed rule, if adopted, will apply only to applications for new antennas or where an existing station asks to have its antenna moved.

In its notice of proposed rule-making, the Commission said:

"With respect to the television broadcast service, in areas and communities where more than one such service is contemplated, there are distinct advantages to locating all transmitting antennas in the same general area; and this is true both from the standpoint of generally improving television reception as well as minimizing hazard to aviation. Every effort should be made, therefore, to group high antenna structures and to encourage the use of a single structure for supporting multiple antennas. The principal objective is, of course, to choose an area where the towers will not constitute a hazard to aviation."

The proposed change in rules is one of several items adopted by a special working group set up by the Air Coordinating Committee last year to iron out differences between aviation spokesmen and broadcasters.

Prelude to Agreement

The agreement grew out of an official recommendation by the Air Force that broadcast towers be limited to 1,000 ft. above ground, and that any tower above that height be automatically disapproved by the ACC's airspace panels. A Joint Industry-Government Tall Structures Committee was established last year under the co-chairmanship of FCC Comr. Robert E. Lee and Civil Aeronautics Administrator Fred B. Lee (Charles Lowen now in post). Broadcast representatives on the working group comprised John R. Evans, FCC; Robert E. L. Kennedy, Assn. of Federal Consulting Engineers, and A. Prose Walker, NARTB.

Among other items recommended by JIGTSC was that the FCC should take over jurisdiction of receiving antennas. This will require legislation, it was agreed.

Adoption of the JIGTSC proposals will lessen the possibility that Congress will favor legislation limiting the height of tv towers. Two bills (HJ Res. 138-139) to limit tv antennas to 1,000 ft. were the subject of hearings early in February. They are sponsored by Reps. Oren Harris (D.-Ark.) and Carl Hinshaw (R-Calif.).

Last week's FCC proposal would add the following new section to Parts 1 and 17 of its Rules as Sec. 1.348 and Sec. 17.5, respectively:

"Antennas which require a height in excess of 500 ft. above ground should, whenever possible, be placed on existing structures. Further, all antenna structures in excess of 500 ft. in height above ground should be grouped insofar as possible within areas designated for that purpose.

"(a) An application for permit to construct a radio station, or for authority to change the location of an existing station, which proposes the erection of an antenna structure over 500 ft. in height above ground will not be granted unless the Commission finds that an adequate showing has been made that:

"(1) an existing structure cannot be used;

"(2) the proposed structure cannot be located in an area in which one or more existing antenna structures of a comparable height are already situated or in an area designated by the Airspace Panel of the Air Coordinating Committee as acceptable from an aeronautical viewpoint for grouping of such structures; and

"(3) the proposed structure will not constitute an undue hazard to air navigation.

"(b) All applications for permits to construct radio stations, or to change the location of an existing station, proposing the erection of antenna structures over 500 ft. in height above ground should include the following information:

"(1) A statement indicating the availability of the proposed structure and site for use as an antenna or support for antennas by other radio stations. When such additional use of the structure by other radio stations is not contemplated by the applicant, a statement should be supplied indicating the basis on which such use by other stations is refused.

"(2) A statement with respect to the availability and suitability of other antenna sites within the areas designated by the Airspace Panel of the Air Coordinating Committee for the erection of structures comparable to that proposed."

Examiner Favors Approval Of McClatchy's KBOX Buy

AN FCC hearing examiner has recommened that the FCC approve the $75,000 sale of KBOX Modesto, Calif., from Stanislaus County Broadcasters Inc. to McClatchy Broadcasting Co., which numbers among its interests KBEE-FM Modesto. If the FCC approves the sale McClatchy proposes to change KBOX's call letters to KBEE.

In an initial decision, Examiner Herbert Sharfman found that the prospective purchaser's meritorious programming plans for Modesto more than counterbalanced the disadvantages of signal overlap between KBOX and other McClatchy stations (KFBK Sacramento, KMJ Fresno). McClatchy Broadcasting is a wholly-owned subsidiary of McClatchy Newspapers *(Sacramento Bee, Fresno Bee, Modesto Bee)* and owns the following broadcast properties: KFBK-AM-FM Sacramento, KMJ-AM-FM-TV Fresno, KERN-AM-FM Bakersfield, KBEE-FM Modesto, all California, and KOH Reno, Nev.

Tijuana Hearing Ends

HEARING ended Thursday on ABC-TV's proposal to feed live programs to ch. 6 XETV (TV) Tijuana, Mex. The across-the-border program arrangement has been protested by San Diego tv stations KFMB-TV (ch. 8) and KFSD-TV (ch. 10), which claim they will suffer unfair competition (an ABC-TV-XETV affiliation contract becomes effective this Thursday). The matter now awaits the initial decision of FCC Hearing Examiner Herbert Sharfman, who has under study the numerous exhibits and stipulations (in lieu of direct testimony) accepted during the hearing.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 12

Bristol, Va.-Tenn., ch. 5; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5; Elmira, N. Y., ch. 18; Caguas, P. R., ch. 11.

AWAITING ORAL ARGUMENT: 11

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11; Caribou, Me., ch. 8.

AWAITING INITIAL DECISION: 3

Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 9

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11; Lead-Deadwood, S. D., ch. 5; Coos Bay, Ore., ch. 16.

Class IV Fulltimers Petition for 1 Kw

PETITION asking FCC to raise the power of Class IV fulltime 250 w stations to 1 kw is being filed with the FCC by Community Broadcasters Assn., according to F. Ernest Lackey, WHOP Hopkinsville, Ky., president, and Robert Mason, WMRN Marion, Ohio, vice president.

Details of the request were completed in Washington Wednesday by CBA's executive committee. The Commission will be asked to start rule-making procedure to change its rules and technical standards so power of all local stations can be increased to 1 kw.

The increase, according to CBA, will bring Class IV stations up to the social and economic level of the broadcasting industry. CBA has 209 members in 47 states. It found in a survey that 608 of 900-odd stations in the group favor its plan.

Calling the Class IV "the heart of the American broadcasting system," CBA said these outlets provide the only local broadcast service in large numbers of small cities and towns. The petition referred to the economic plight caused by the increased power permitted daytime-only stations and the difficulties caused by the growth of television.

Best revenue period, it was explained, is between 6 a.m. and 12:30 noon, with 5-7 p.m. the second most productive period. Evening hours to signoff time are financially unproductive but give listeners a true community service, it was explained.

Technical problems center around the smaller service areas caused by growing use of the Class IV channels and increased noise levels as cities expand and electrification increases. These would be eased by a boost to 1 kw, it was explained.

CBA argues it is engineeringly feasible to make the horizontal power boost providing all locals in U. S. and other North American nations are given boosts. Summer noise would be overcome and daytime reception improved, it was added, with only minor interference if FCC changes the definition of "adjacent channel interference." Receivers are more selective, according to CBA. Minor NARBA treaty changes would be necesary, the petition notes, but NARBA countries, aside from the U. S.

showed sentiment in favor of higher power for the Class IV group.

CBA will hold a membership meeting in the Conrad Hilton Hotel at 2:30 p.m. Monday, April 16, during the NARTB convention.

Booster Operations Halted

FCC issued cease and desist orders against unlicensed booster stations in Quincy and Nespelem, Wash., last week. The Commission ordered the boosters to stop operating without having an FCC license—making the third such orders against Washington State boosters. The first issued against a Bridgeport, Wash., operation, was stayed by the U. S. Court of Appeals in Washington last month.

Bill Proposes Funds For Political Buying

Sen. Neuberger's proposal would provide $1 million for each major party to buy radio and television air time.

THE federal government would allot $1 million to each of the major political parties to buy radio and tv time for its candidates for the presidency and vice presidency under the provisions of a proposal offered in the Senate Tuesday by Sen. Richard L. Neuberger (D-Ore.).

The Oregon Democrat also is author of a bill (S 3242) for government financing of federal election campaigns by paying both major parties equal amounts up to $11,065,985 to be used in the 1956 elections [B•T, March 5].

Sen. Neuberger's proposal of last week was offered as an amendment to S 636, a bill which, among other things, would raise the legal ceilings on election expenditures. S 636 is on the Senate calendar and is scheduled to be considered after the Easter recess.

In introducing his amendment, Sen. Neuberger said radio and tv in recent years have made the cost of political campaigning "completely out of proportion to anything ever experienced before." He said he would not venture to guess how much money would be spent on radio-tv in the 1956 campaign, "but the sum will run into many millions of dollars."

The amendment also provides equal time for minority parties—but with a joker: The party must put up bond for half of the amount it requests up to the $1 million, which it would forfeit if it failed to garner 10% of the votes at the coming national presidential and vice presidential election. The GOP and the Democrats would automaticaly qualify under the "major political party" terms of the bill since each received more than 10% of the vote in the 1952 elections.

Minority parties, even under the conditions imposed by the amendment, would get a break, Sen. Neuberger said, because:

"This federally paid time would cost them nothing if their candidates succeed in obtaining 10% of the total vote; and even if they do not, they will have received the broadcasting time at 50% of its present cost, which is now wholly prohibitive to minor party candidates."

Sen. Neuberger said that if a candidate is not assured of adequate funds to finance radio-tv broadcasts, he may have to decide that he cannot enter a race "against what would be hopeless odds."

WSPA-TV

SPARTANBURG, S. C.

CHANNEL 7

Soon
to begin serving
SPARTANBURG-GREENVILLE
area with

200,000 watts

CBS TELEVISION

Watch BROADCASTING for On The Air Date

WSPA-AM—First Radio Station in S. C.

WSPA-FM—First FM Station in S. C.

SPARTAN RADIOCASTING CO.

Walter J. Brown
President

Geo. P. Hollingbery—Representative

RADIO-TV COVERAGE OF CONGRESS ASKED

A LADY legislator from Michigan wants the House of Representatives and its committees to be covered by radio and tv.

Congresswoman Martha W. Griffiths (D-Mich.) last week introduced two bills to permit coverage of the House as a whole and its committees by radio and television. The bills are H Res. 449 and 450.

At the present time, House rules make no mention of the broadcasting or telecasting of the House or its committees. This has been interpreted by Speaker Sam Rayburn (D-Tex.) as prohibiting such coverage.

When Rep. Joseph W. Martin Jr. (R.-Mass.) was majority leader in the 82nd Congress, the rules were interpreted to mean that committees could decide on their own whether they wished to permit coverage by the broadcast media. This is the attitude of Senate leaders regarding coverage of their committees.

Mrs. Griffith's proposal would give radio and tv broadcasters the same access to the activities of the House and its committees now afforded daily and weekly press and magazine correspondents.

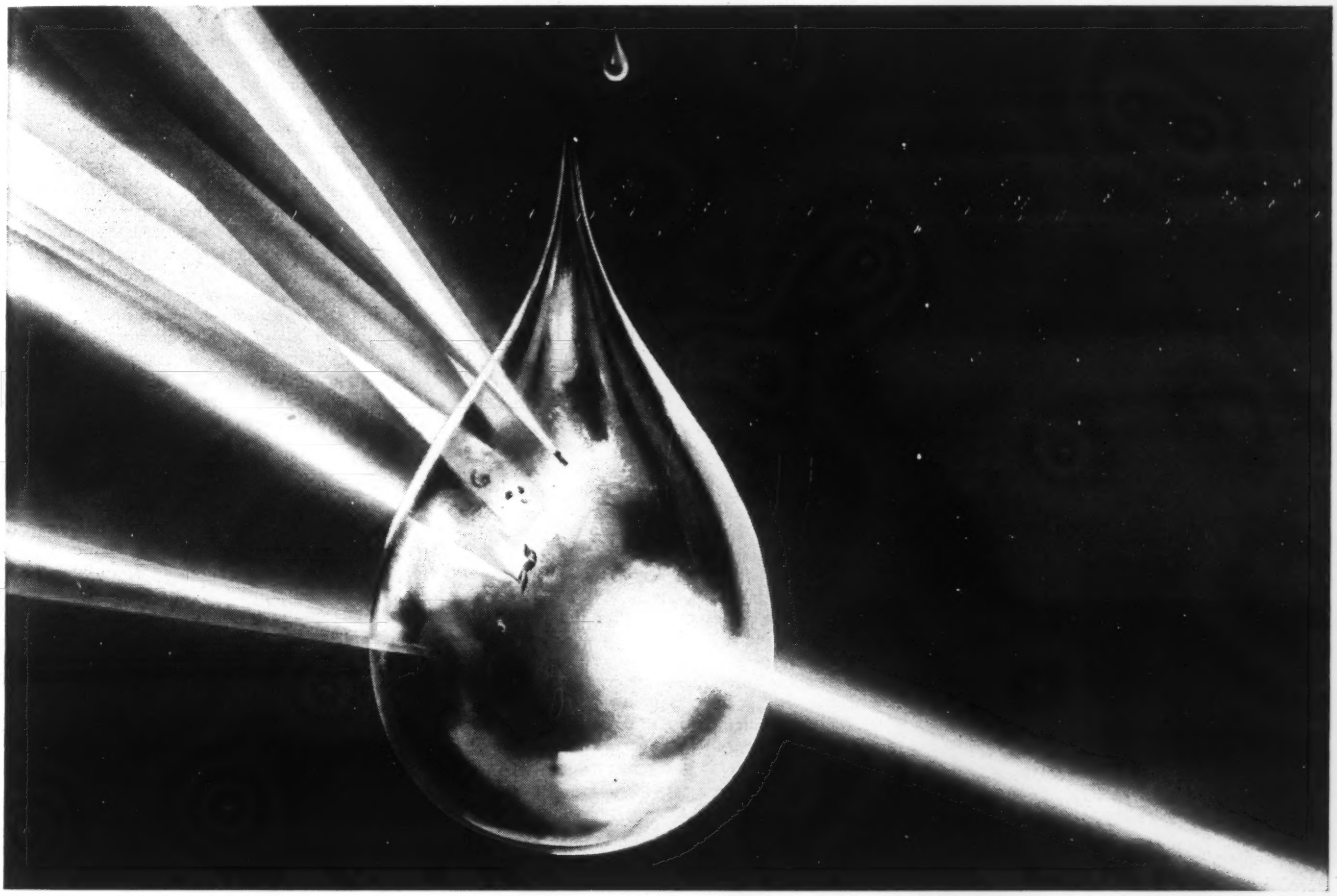
"Bringing the proceedings of Congress to the people," Mrs. Griffiths declared, "is a logical extension of democracy. We have no greater strength than an informed people and the right of our citizens to observe the activities of Congress can no longer be denied."

Recent technical advances in tv equipment "have knocked the props from those who have argued that television would disrupt the orderly procedure of Congress," Mrs. Griffiths said.

She continued: "The galleries of the House

What's new on the New York Central?

Progress Report #1 to an America on the move



The spectrometer analyzes oil—to forecast where and when trouble may start in a Diesel engine!

Scientific "blood test" keeps our Diesels healthy

...keeps you on the go!

How can we tell when a Diesel engine is enjoying the best of health?

Until the New York Central constructed its research laboratory and installed the remarkable spectrometer, we had no way of receiving this vital information—short of dismantling the entire engine.

Today, however, with the help of the Central's scientific equipment, it is possible to examine the life's blood of an engine—the lubricating oil in its crankcase—and not only locate trouble spots immediately, ***but also diagnose where trouble might start—and when!***

If the amazing spectrometer detects traces of iron, it indicates that piston rings may need replacing. If it uncovers hints of tin, copper or lead, the time has come to have a look at the bearings. If the "magic eye" sees chromium, or boron, water is leaking into the oil engine. A trace of aluminum predicts potential trouble in the blower assembly.

Every month, each of the Central's 1,883 high-stepping Diesels submits itself to such a "blood test" to stop trouble before it starts . . . to keep passengers and freight on the go from departure to destination.

Not one Diesel reports back to work unless or until it is in tip-top physical condition. This checkup is but one of the many feats performed at this new $350,000 laboratory which is saving the Central many millions of dollars a year!

Whether you are a passenger or a shipper or both (we hope) on the New York Central, you can be sure of the finest in transportation—through the creative research and high standards of maintenance of one of America's most progressive railroads.

Reports of progress that never ends

The accomplishment of the spectrometer is just one achievement of the Central. In forthcoming advertisements, you'll read about Central's mechanical refrigerator cars . . . its Centralized Traffic Control . . . the save-a-day service of the Early Bird freight fleet . . . assembly-line methods for car maintenance . . . management reorganization . . . the electron microscope, and many others. These advertisements make interesting reading. Look for them.

New York Central Railroad

and Senate are now open to our people without restriction but, obviously, the seating capacity is limited and very few of our people ever get to Washington. The tv camera can be the people's eye in the gallery."

The Michigan congresswoman announced that she had sent letters to leading radio and tv executives in Michigan and other parts of the country, soliciting advice and cooperation.

Equal Time Provisions Contained in House Bill

A BILL was introduced in the House last week which incorporates the "equal political time" provisions of the Johnson Bill (S 3308) now in the Senate.

Rep. Oren Harris (D-Ark.), who is chairman of the House Commerce Committee's Transportation & Communications Subcommittee, introduced the House measure (HR 10,217).

Both bills would amend Sec. 315 (a) of the Communications Act to provide that networks and stations shall furnish time on an equal basis to major party presidential and vice presidential candidates. Neither bill changes the law as regards other candidates than those for president and vice president.

To be eligible for equal time, a party must have polled at least 4% of the vote at the past presidential election or must present a petition with names totaling 1% of the 1952 vote total.

Rep. Harris' bill covers only the "equal time" provision of the Communications Act. The Senate bill, introduced by Senate Majority Leader Lyndon B. Johnson (D-Tex.) and co-sponsored by 85 senators in all, covers the Communications Act amendment and provides several other changes in laws governing elections.

It is understood the Johnson bill will be offered as an amendment to S 636, also governing elections, introduced last year by Sen. Thomas Hennings Jr. (D-Mo.). The Hennings bill underwent extensive hearings, with radio-tv industry witnesses testifying on its proposal to raise the legal ceilings that may be spent in political campaigns. The Johnson bill also carries this boost in election ceilings, which would allow a national political committee to increase its spending from the present $3 million to $12.3 million.

Plea of Economic Injury Has Little Chance—FCC

NOTICE was served by the FCC last week that a protest to a new grant based solely on economic injury claims, while still the proper pathway to a hearing, stands little chance of overturning the grant.

In ordering a hearing on a protest by ch. 11 KIVA (TV) Yuma, Ariz., against the grant of ch. 13 Yuma to KYAT (TV) (Wrather-Alvarez interests), the FCC made clear that KIVA stood small chance of prevailing on its economic injury claims—even if it becomes evident that Yuma cannot support two tv stations.

The hearing will explore KIVA's charges that KYAT's programming plans are unrealistic and that the Yuma market cannot support another tv outlet [B•T, March 5]. KIVA contends that sources are not available for KYAT's "grandiose" schedule of local live programming and that KYAT principals have not even investigated to find that out.

The Commission (6 to 1) ordered a hearing on KIVA's protest to commence May 23, but refused the station's request to stay the KYAT grant. Comr. Doerfer voted to deny the protest.

HEAT'S ON FOR UNSNARLING SPECTRUM

(continues from page 29)

priority (multiple services) its first order of business, he added. Mr. Jahncke deprecated FCC grants of 53 tv permits in 1955, saying only 10 were commercial vhf grants in the first 100 markets.

He advocated the removal of the 10% federal excise tax on uhf receivers and said uhf should be treated like "an infant industry, with a protective tariff around it." He noted that newspapers and magazines still have mail subsidies even though they have matured.

He again urged action on ABC's comments filed in the current FCC reallocations rule-making. These include deintermixture to create homogeneous uhf or vhf markets, move-ins or drop-ins of additional vhf channels while protecting existing services and use of some vhf channels presently assigned to education.

Mr. Jahncke said that since the "majority" of the industry was against intermixture before the Sixth Report, the time has come to "overrule" the FCC by congressional mandate. As precedent for congressional intervention in technical FCC matters, he cited a Senate resolution several years ago blocking proposed 750 kw radio stations.

Mr. Marx said some apprehensions that uhf may be an inferior service is based on the present method of obtaining effective radiated power, which instead of employing a high-power transmitter, uses a low-power transmitter and a high-gain antenna, resulting in a narrow, wedge-shaped signal that doesn't reach many areas. He compared the present distrust of uhf by some engineers to a similar distrust in high-band vhf channels in the pioneering stage.

COUNSEL Kenneth Cox (r) makes a point to acting chairman Charles Potter. At left: Sen. John W. Bricker, communications expert Nicholas Zapple.

TUESDAY

Mr. Lodge said there is no solution which will please everybody and hurt no one. The primary touchstone must be the public, he said, and not the economic survival of "a handful, or even a hundred, station operators."

He considered and discarded several degrees of deintermixture. Non-disruptive deintermixture, which he described as prevention of new vhfs from going on the air where uhf has a good chance of survival, would apply to too few markets to make a significant contribution, he said. This type of deintermixture depends on what other action is being taken on a larger scale to meet the allocation problem, he said.

A second degree would be minimum systematic deintermixture, which might, for instance, make all-uhf markets of the 16 of the top 100 markets which would not be reached by CBS' "controlled drop-in plan" to provide 84 of the top 100 markets with vhf, he said. This would involve shifting 27 vhfs (24 operating) to uhf in 16 markets totaling four million families, three million with tv sets, 2½ million vhf-only. Conversions would cost $125 million and 300,000 would lose service because of the lower uhf coverage compared to vhf. It would relieve of vhf competition only 26 of the 800 uhf channels presently assigned to cities overshadowed by vhfs, he concluded, accomplishing relatively little at a fairly high cost.

More drastic plans would involve more channel shifts and lead to more expenses and loss of services, Mr. Lodge continued, helping the community tv objective at the expense of the Sixth Report's first goal (one service to all areas). Complete deintermixture would cost the public around $1 billion and involve loss of service to millions of people, he said.

Complete transition to an all-uhf system would cost the public and broadcasters $1½-2½ billion and result in loss of service to about eight million people, he estimated. He said political problems and repercussions could be "staggering," with any large scale deintermixture.

Turning to vhf drop-ins, Mr. Lodge said CBS' Plan I ("controlled drop-ins") involves 37 new vhf assignments to 31 markets, including 26 vhf drop-ins, seven assigned vhfs to be permitted to move from small communities to adjacent larger communities and four unapplied-for vhfs to be shifted to markets which need them. Directional antennas and cross-polarization also would be used.

The plan, Mr. Lodge said, would increase from 52 to 84 the number of the nation's top 100 markets with three or more vhf stations and would not significantly reduce existing services. He also felt features of plans submitted by ABC, Storer Broadcasting Co. and WWLP (TV) Springfield, Mass., might be added to the CBS plan. He said this plan can give major help to the multiple service objective without detriment to the national coverage or community stations objectives.

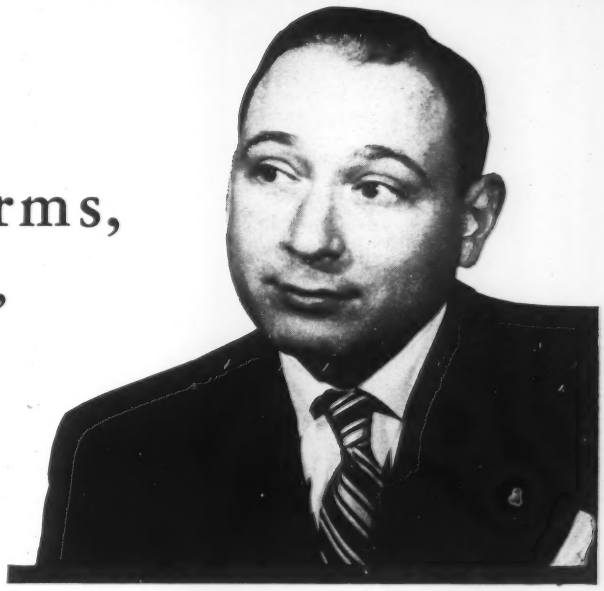
Any major advance on CBS Plan I, he continued, requires more vhf frequencies. He said CBS' Plan II involves use of three additional vhf channels to bring three or more competitive vhf channels into each of the 100 top markets, without exception. Four other additional vhf channels, making seven in all, would suffice for vhf tv assignments to substantially all cities that would be likely candidates for local community tv stations, Mr. Lodge continued.

The four vhf channels to serve as community tv stations would have a service radius considerably smaller than standard tv stations, he said. The new vhfs would eventually solve the allocation problem, but only gradually, he added.

Set conversion costs would be roughly equal to the present cost of converting uhf sets, but would use existing vhf antennas. The extra

"Advertising Age informs, teaches, stimulates..."

says **HAL DAVIS**
Vice-President
Kenyon & Eckhardt, Inc.



"The quality of Advertising Age reporting is incredibly high. Your men and women dig up news and features which make the magazine well worthy of careful study. Advertising Age informs, teaches, stimulates. That's an excellent return for any agencyman's time."

HAL DAVIS

Mr. Davis joined K&E in 1945, after three years in the navy. Prior to his war service, he was a partner in Davis-Lieber. He was also publicity director of Columbia Recording Corporation and spent five years with Columbia Broadcasting System. Besides being vice-president and promotion director of the agency, Mr. Davis is a member of the plans board and a director of the company. His hobbies are music and children. Articles authored by him on both subjects have appeared in leading publications, and he has produced record albums for children.

Advertising Age informs and stimulates most of the media decision-makers who are important to you. With its thorough coverage of the week's advertising news, trends and developments, Ad Age rates "first-thing-Monday-morning" readership — *not only with those who activate broadcast decisions, but with those who shape market and media selections.*

Kenyon & Eckhardt, for example, placed over $34,500,000 in spot and network billings last year* for such firms as Welch Grape Juice Co.; Lincoln-Mercury Division; Mennen Co.; National Biscuit Co. and others. Every week, 89 paid-subscription copies of Ad Age reach K & E, and among the advertisers mentioned, 16 paid-subscription copies get read, discussed and routed.

Add to this AA's average of 75 copies per agency among the top 36 billing $812,500,000 in 1955* –its similar penetration of advertising agencies with a paid circulation of almost 9,000 each week– its following of top executives in major advertising companies —and you'll recognize in Ad Age, a most influential medium for swinging broadcast decisions your way in 1956.

**Broadcasting-Telecasting 1955 Report*

Advertising Age
FCC Moves to 'Drop In,' Not 'De-Intermix'
High Prices, Not Enough Programs, Poor Tubes Still Hold Up Color TV
'Scoop' or 'Scope' in News Coverage?
TV Wants Em Both
American Aviation' Resigns from ABC and Wants 'Freedom' in Auditing Free Copies

ABC
ABP
NBP

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

cost of a 19-channel vhf receiver would be smaller than the extra cost of an all-channel receiver, said Mr. Lodge.

Mr. Lodge felt the replacement of 12-channel vhf sets by 15- or 19-channel sets would be slow, with a transitional period in which existing uhfs moving to a new vhf channel probably would broadcast simultaneously on both channels. He thought eventual cost to the public of receiving the new channels would be low because the process would be slow.

The major difficulty is getting the seven additional channels, he said, adding he did not know the costs of transferring other services from the vhf frequencies, which they use, to higher uhf channels, nor did he know if government purposes could be as well served by the uhf frequencies as by vhf.

The CBS vice president said, "It is clear that, short of additional vhf channels, no comprehensive allocation solution of the community station problem is available."

Mr. Lodge said he couldn't agree with testimony by Mr. Marx that uhf service can be made comparable with vhf. It might, he said, for a certain distance, but then hills, curvature of the earth and other factors would make it fall off, even with increased power, unless higher antennas are used. He said CBS-TV's ch. 18 WGTH-TV Hartford can't be received in Waterbury, 19 miles away.

He added he didn't think "hopes and wishful thinking" will overcome "certain basic physical limitations that Mother Nature built into the propagation laws of radio signals. I see no way of overcoming completely the deficiency of uhf with regard to vhf."

Mr. Lodge said he favored an increase in antenna heights in Zone I.

The CBS vice president criticized vhf drop-ins "at the expense of existing services," particularly drop-in proposals made by Philip Merryman, WICC-TV Bridgeport (ch. 43) in earlier testimony [B•T, March 5]. He said for every square mile of service added by a hypothetical drop-in suggested by Mr. Merryman, 35 to 40 square miles of existing service would be destroyed.

WEDNESDAY

Mr. Heffernan said NBC agrees with the FCC that use of all 82 channels (70 uhf and 12 vhf) offers the best prospect for growth of tv as a nationwide competitive system. He also called for removal of the 10% federal excise tax on all-channel color receivers.

He said the FCC should thoroughly and carefully evaluate each proposal which offers promise of significant improvement in the tv allocations field, but that there are some actions which should be taken immediately.

Congress, he said, should (1) declare as national policy the goal of maintaining and strengthening the uhf service to encourage continued development of nationwide competitive tv; (2) repeal the excise tax on all-channel color receivers to relieve uhf's greatest drawback, the circulation handicap; (3) enact legislation, if necessary, to give holders of vhf grants, whose grants are removed by substitution of uhfs, these uhf substitutes without further proceedings.

The FCC, Mr. Heffernan added, should (1) deintermix on a basis broad enough to create a nucleus of predominantly uhf service areas from which uhf may grow and expand; (2) encourage the operation of uhf in intermixed markets by (a) multiple owners with resources and know-how and (b) other qualified persons; (3) permit uhf stations to use (a) directional antennas, (b) on-channel boosters and translators to help equalize coverage with vhf and (c) five megawatts of power to improve their competitive positions with vhf.

The NBC vice president said the proposal for elimination of the excise tax on all-channel color sets is more limited than the one to repeal the tax on all all-channel receivers. This proposal would mean little revenue loss to the Treasury Dept. at present, removing the main reason for Treasury's opposition and maintaining "compelling" national policy considerations which support tax relief for uhf, Mr. Heffernan said.

He said if all sets now were uhf there would still be differences in extent and nature of coverage between a uhf and vhf station, but these differences would not present a fundamental obstacle to uhf as part of a national tv system.

Uhf's obstacle, he said, is circulation, and if the tax were removed from all-channel color sets, all color sets would be equipped at the factory for uhf and vhf; then as color sets replaced black-and-white, there would be progressive growth of uhf circulation nationally.

Mr. Heffernan described NBC's progress in color (now five times the volume of its schedule the past season), including the planned start of 100% color operation of its WNBQ (TV) Chicago in three weeks. He added that excise tax relief should be emphasized as a *public* consideration—not one to help broadcasters or manufacturers, although it would "incidentally" help broadcasters in uhf. The help provided to the latter, Mr. Heffernan added, would act to offset revenue losses in excise tax relief through the revenue gain in corporate tax collections.

Deintermixture, without eliminating any existing service, as NBC proposes it, would work this way: (1) first attention to proposed deintermixture areas where there are considerable uhf circulations; (2) vhf channels displaced by deintermixture to be used to increase competition and service in major markets where practicable; (3) no deintermixture in markets presently with three vhf channels allocated, and (4) no new vhf commercial allocations to markets which become predominantly uhf through deintermixture or which already have considerable uhf circulation.

In asking encouragement of multiple owners and others to acquire uhf stations in intermixed markets, Mr. Heffernan described NBC's moves to acquire uhf stations in Buffalo and New Britain, saying the Buffalo uhf was "literally raised from the dead." A strong congressional declaration of policy supporting uhf would encourage ownership of uhf by other broadcasters with know-how and resources, he added.

Mr. Heffernan said the possibility of obtaining additional vhf channels from the military should be examined, but that NBC feels this has little promise since it would not add enough channels to take care of the number of stations needed; the additional vhf would not be available soon enough to provide immediate or near-term relief; they would pose another conversion problem, and the further development of the 70 uhf channels would be prejudiced by the preoccupation of the industry with how and where to use the new vhf channels.

The NBC official said the matter of drop-ins should be thoroughly studied and experimental data assembled on performance since a danger exists that reduced separations between stations will result in a degradation or deprivation of service, particularly in rural areas and small towns between metropolitan centers.

Drop-ins also would prejudice development of uhf by transferring the industry drive to problems of how to squeeze new stations in the present 12 vhf channels, thus eliminating uhf without providing a satisfactory substitute. Since the vhf-only system would be left after the loss of uhf, it would be inadequate in number of channels and rural and small town service would be degraded, according to Mr. Heffernan.

He said a "case-by-case" approach, relaxing present standards to solve individual problems, will "inevitably result in a progressive deterioration of service to the public."

Regarding NBC's recommendation to remove the excise tax on all-channel color sets, Mr. Heffernan said RCA already is tooling for color set production on the basis of most color sets being vhf-only, but if Congress grants the tax relief his firm would retool for all-channel color sets.

A statement entered in the record by Arthur W. Scharfeld, Washington attorney for WISC-TV Madison, Wis. (now under construction on ch. 3), took issue with an earlier statement filed

BARROW & CO. MULL THE MOORE POSITION

PROS and cons of the legal position of Richard A. Moore, KTTV (TV) Los Angeles, that network option time and "must buys" are illegal restraints of trade highlighted a full day's meeting last week in Washington between representatives of independent, non-network affiliated television stations and the FCC's network study committee and staff.

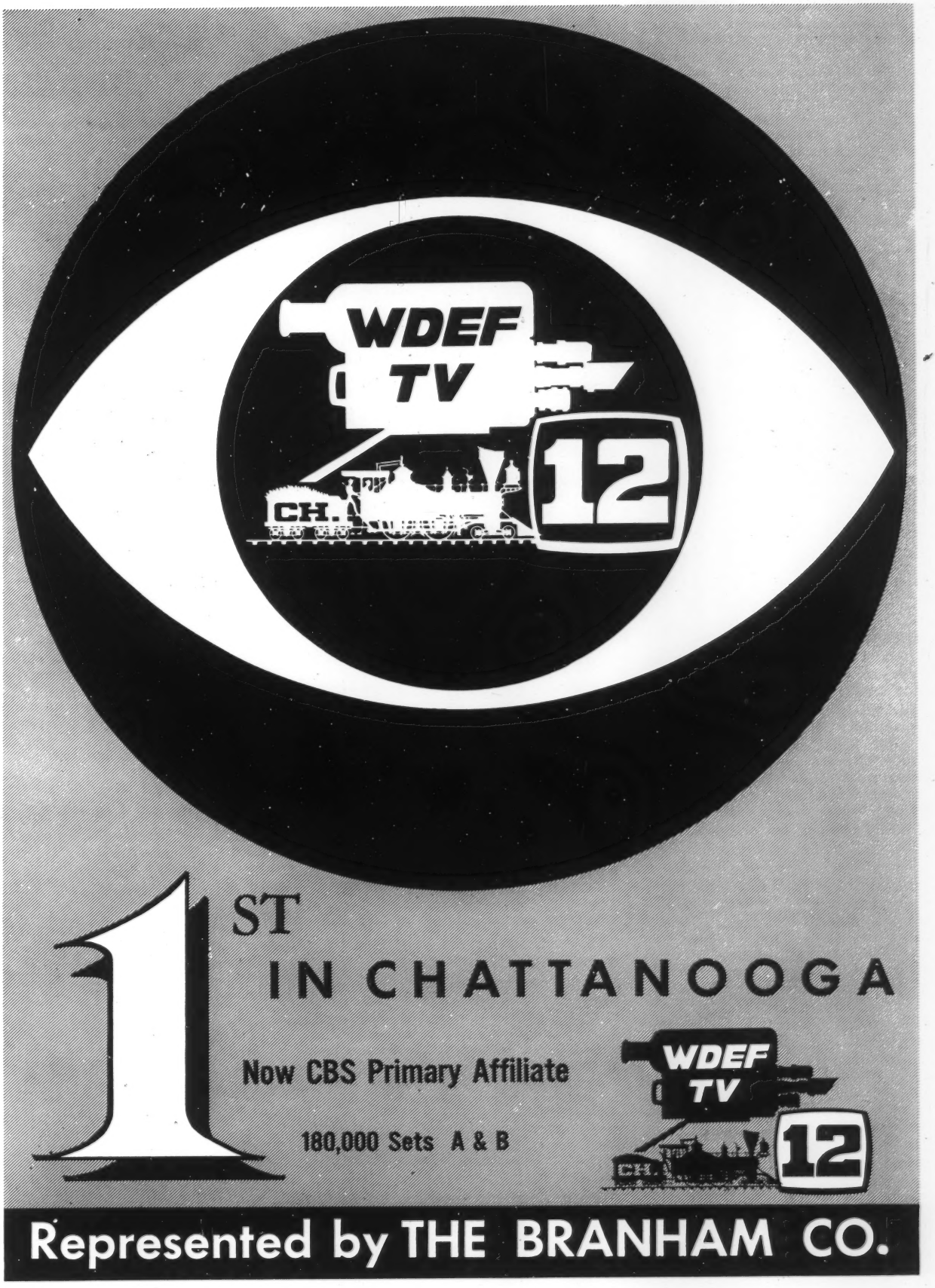
This was the first meeting with independent tv outlets, and drew 15 people, representing about 10 stations. The meeting was chaired by Dean (U. of Cincinnati Law School) Roscoe L. Barrow, director of the study group. It was attended for a short period by FCC Chairman George C. McConnaughey and Comrs. Rosel H. Hyde, Robert T. Bartley and John C. Doerfer, the four members of the FCC's network study committee.

Among those who attended the meeting, in addition to Mr. Moore, were A. T. Gilliland, KNTV (TV) San Jose, Calif.; Tim Bright, WTOV-TV Norfolk, Va.; Edgar T. Shepard Jr., WCMB-TV Harrisburg, Pa., and John A. Colin, WICA-TV Ashtabula, Ohio; Richard E. Burg, WNOW-TV York, Pa., and Ed McKay, WROM-TV Rome, Ga. Mr. Gilliland was accompanied by Washington attorney Norman E. Jorgensen. Washington attorney Maurice M. Jansky represented KOVR (TV) Stockton, Calif.

Among other topics discussed was the difficulty independent stations have encountered in securing good film products because of the exclusivity provisions of film contracts with larger, metropolitan stations. This encompasses a 60-mile radius in some cases and thus eliminates such stations as KNTV, Mr. Gilliland said. San Jose is 42 miles from San Francisco. Mr. Gilliland described KNTV's move to establish itself as a separate market through electric tilting of its antenna in order to delete any coverage of San Francisco.

Mr. Colin told how he had offered to carry network programs with no payment but was refused because of his proximity to Cleveland and Erie, Pa. Ashtabula is 55 miles from these two cities, he said.

Future meetings have been tentatively scheduled with film syndicators, Dean Barrow said, and with NBC and CBS affiliates advisory committee during the NARTB convention in Chicago this month.


WDEF
TV
CH.
12
1ST
IN CHATTANOOGA
Now CBS Primary Affiliate
180,000 Sets A & B
WDEF
TV
CH.
12
Represented by THE BRANHAM CO.

by WKOW-TV Madison (ch. 27) asking that the *status quo* be preserved in that city until the FCC promulgates its reallocations rule-making [B•T, March 19]. WISC-TV said the Madison area is claimed to have 99% uhf saturation and that "Madison is perhaps the classic city in the U. S. in which intermixture should work effectively." The WISC-TV statement said uhf is "uniquely entrenched" in Madison, with both uhf outlets there, WKOW-TV and WMTV (TV) (ch. 33), holding major network affiliations.

The statement said a story in B•T on March 12 indicated a two-thirds interest in WMTV was to be sold for $600,000.

Five Tv Stations Given Construction Permits

GRANT of ch. 8 at Agana, Guam, to KUAM there was among five tv construction permits—three u's and two v's—awarded by the FCC last week.

The Commission recently doubled KUAM's request for the assignment of ch. 8 to Agana by providing that city with chs. 8 and 10 [B•T, March 12]. The day following the assignments, KUAM filed an application for ch. 8. KUAM's ch. 8 plans called for 1.55 kw visual power with antenna 70 ft. above average terrain. Estimated construction cost is $71,048 and first year operating costs and revenue were set at $75,000 each.

Ch. 7 at Redding, Calif., was granted to Shasta Telecasters Inc., the lone applicant for the channel. An earlier contestant, Sacramento Broadcasters Inc. (KXOA-AM-FM Sacramento), elected to withdraw its application because it felt the size of the Redding market did not justify engaging in a long and expensive hearing [B•T, Feb. 13]. Following FCC approval of the withdrawal, FCC Hearing Examiner J. D. Bond recommended that Shasta receive the grant.

The station is to have an effective radiated power of 12.1 kw visual and an antenna 3,586 ft. above average terrain. Estimated construction cost was set at $220,880; first year operating cost at $165,000, and revenue at $216,000.

Tri-Cities Telecasting Inc. was granted ch. 29 in Canton, Ohio. Principals include President Morton Frank (23.4%), president-publisher and 50% owner of the Canton Economist Inc. and the Stark County Times Inc., and Oral S. Pflug (9.4%), owner of Oral S. Pflug & Assoc., Cleveland advertising agency, and the *Steubenville* (Ohio) *Jeffersonian*. The ch. 29 outlet is to use 206.5 kw visual ERP with a 673-ft. antenna. Building expenses were estimated at $337,539; first year operating cost and revenue at $215,000 each.

In Philadelphia, ch. 29 was given to the Philadelphia Broadcasting Co. Principals include Vice President Murray Borkon (14-2/7%), president-50% owner of the Community Tv System Inc. ERP is to be 224 kw visual; antenna 630 ft. Proposed building cost, $445,000; first year operating cost, $520,000, and revenue, $546,000.

Also in Philadelphia, educational ch. 35 was allocated to the Metropolitan Philadelphia Educational Radio & Television Corp. The application was originally filed by the Delaware Valley Educational Television Corp. (educational WHVY [FM] Philadelphia), but was modified to reflect the new name. ERP is to be 20.9 kw visual and antenna 500 ft.

KBTV (TV), WIRI (TV) TRANSFERS APPROVED

AMONG 12 ownership changes approved by the FCC last week were those for the purchase of 50% of KBTV (TV) Denver by Webb & Knapp Inc. (investment firm) for $850,000 from Tv Denver Inc. [B•T, Dec. 5, 1955] and the transfer of control of WIRI (TV) North Pole (Lake Placid-Plattsburgh), N. Y., from Great Northern Television Inc. to Rollins Broadcasting Inc. for $515,750 in notes and cash [B•T, Feb. 20].

Realtor William Zeckendorf, a former director of ABC, owns 26.5% of W&K. The half interest that Mr. Zeckendorf's firm bought from KBTV belonged to Frank R. Leu. Approval by the Commission was conditioned on the resignation of Artemus Gates as an official of either W&K or Time Inc., owner of KLZ-TV Denver.

WIRI is the first tv outlet owned by the Rollins group (W. Wayne and John R. Rollins), owner of WJWL Georgetown, and WAMS Wilmington, both Del.; WRAP Norfolk, Va.; WNJR Newark, N. J.; WBEE Harvey, Ill.; WPTZ Indianapolis, Ind., and has an application in hearing for a new am to operate in Philadelphia.

KEPO El Paso, Tex., was granted assignment of license from KEPO Inc. to KEPO Broadcasting Co. for $90,000. Principals include President John W. Stayton (51%), attorney, and Secretary-Treasurer Frank W. Stewart (48%), former 25% owner of KTNX Austin, Tex.

Approval for the sale of WDYK Cumberland, Md., by Western Maryland Broadcasting Co. to Tower Realty Co., licensee of WCUM-AM-FM Cumberland, Md., for $60,000 [B•T, Feb. 13] also was given. Tower plans to exchange frequencies with WDYK and thereafter to relinquish WCUM's present frequency, 1490 kc.

For other ownership changes, see FOR THE RECORD beginning on page 100.

Supreme Court Upholds Petersburg, Va., Grant

THE SUPREME COURT last week ended the 18-month battle by Southside Virginia Telecasting Corp. to overturn the FCC's grant of ch. 8 Petersburg, Va., to Petersburg Tv Corp. (WXEX-TV). The high court denied Southside's request for review of the grant, which was upheld late last year by the U. S. Court of Appeals [B•T, Jan. 2].

Southside (Louis H. Peterson and associates-WSSV Petersburg), losing applicant for the ch. 8 facility, claimed, among other things, that it should have been preferred because of its coverage plans (Petersburg and the area south). Southside contended that its competitor's coverage proposals (Petersburg and the area north) would make it a Richmond rather than a Petersburg station.

Petersburg Tv Corp. (Thomas G. Tinsley and associates-WLEE Richmond) has been operating NBC-affiliated WXEX-TV since August 1955.

Court Asked to Stay Move Of Spartanburg Transmitter

A STAY ORDER against a move by WSPA-TV Spartanburg, S. C., of its ch. 7 transmitter was asked by unsuccessful protestants ch. 23 WGVL (TV) Greenville and ch. 40 WAIM-TV Anderson, both S. C. was argued last Thursday before a U. S. Court of Appeals Washington panel, composed of Chief Judge Henry W. Edgerton and Circuit Judges David L. Bazelon and Charles Fahy.

Since 1954, WSPA-TV has sought to move its transmitter from Hogback Mt. to Paris Mt., which is nearer to Greenville. The move has been opposed by the two uhf stations before the FCC and in court. Early last month, the FCC issued its final decision upholding its two-year-old grant for the ch. 7 station to move its transmitter [B•T, March 12]. This followed a protest hearing, asked by the uhf stations. Last week's argument followed the filing of an appeal against this FCC decision. Benedict P. Cottone argued for WGVL and WAIM-TV in urging a stay; Daniel R. Ohlbaum, for FCC, William J. Dempsey, for WSPA-TV, and John G. Galbraith, Spartanburg city attorney, argued against the stay.

Ch. 8 Grant Proposed For Presque Isle, Me.

INITIAL DECISION recommending grant of ch. 8 Presque Isle, Me., to Aroostook Broadcasting Corp. was issued last week by FCC Hearing Examiner H. Gifford Irion. Aroostook (WAGM Presque Isle, WABM Houlton, Me.), became the lone contender for the channel when Elson Television Co., which sought the same facility at Caribou, Me., withdrew as a competing applicant. Aroostook and Elson entered into an agreement where the former, upon receiving the grant, would pay the latter $3,150 for its out-of-pocket expenses [B•T, March 12]. Elson's application was dismissed March 9.

Mr. Irion's recommendation was conditioned on a qualification previously agreed to by Aroostook, that before and after construction of its proposed tv station, measurements will be taken to assure the FCC that the proposed station will cause no objectionable interference to WAGM.

Limestone, Me., air base is presently using ch. 8 for a low-power tv operation. It is understood that the military tv will cease operation once the commercial station goes on the air.

Two Am Applicants Receive FCC Construction Permits

TWO construction permits for new daytime stations were granted by the FCC last week.

Rev. William F. Askew was given a cp for 1220 kc, 250 w in Green Cove Springs, Fla. Rev. Askew is a former chief engineer of WOBS Jacksonville, Fla. Construction cost was estimated at $9,245; first year operating cost at $15,600, and revenue at $24,000.

Moshannon Valley Broadcasting Co. was granted 1260 kc, 1 kw in Philipsburg, Pa. Principals are equal partners Rev. William Emert and Earl B. Bartley, auto transport firm owner. Cost of constructing the station was set at $14,367; first year operating cost at $19,140, and revenue at $40,512.

FTC Charges L. A. Company With Advertising Violation

A COMPLAINT was lodged against the National Business & Property Exchange Inc., Los Angeles, by the Federal Trade Commission last week for alleged misrepresentation as to the nature of the corporation's business and the advantages of advertising in its *National Buyers' Guide*, a catalog for real estate dealers.

The FTC charged the firm with violating the FTC Act and alleged that contrary to the implication of the company's name and its advertising on radio and in other media, the firm is not engaged in buying and selling property.

Powerful!
Profitable!
Re-rated!

All-time entertainment success – runaway best seller novel and comic book – smash hit movie and play—now THE THREE MUSKETEERS brings its fabulous audience appeal to TV!

"SNEAK PREVIEW" SPELLS SUCCESS

Here are the highlights of a special "Musketeers" television preview (full details available on request).

"Good family entertainment"
– claimed 9 out of 10

"Want to watch additional programs of 'The Three Musketeers'"
– reported 9 out of 10

"Loved Jeffrey Stone as d'Artagnan"
– raved 91.4%

"THE THREE MUSKETEERS," brand new, proven TV success, will deliver audiences for you.

Write, wire, phone for details.

THE 3 MUSKETEERS

a new TV film series from

ABC FILM SYNDICATION, INC.

10 East 44th Street, New York City • OXford 7-5880

Monopoly Charges Leveled At Rochester Tv Hearing

CHARGES that the Gannett Co. exercises and abuses a newspaper monopoly in Rochester, N. Y., plus questions on the financial status of WVET Rochester when it filed application for ch. 10 there, highlighted the hearing which began last week into the three-year-old grant. The FCC, on March 11, 1953, awarded ch. 10 to former competing applicants, WHEC (Gannett newspapers) and WVET (local businessmen), who joined forces and received the grant on a sharetime basis. WVET-TV and WHEC-TV have been on the air since Nov. 1, 1953.

Witnesses for WSAY Rochester, led by Gordon P. Brown, WSAY owner-president, alleged that Gannett's Rochester newspapers (morning *Democrat & Chronicle*, evening *Times-Union*), as the only Rochester dailies, have suppressed news of public interest because such news ran counter to Gannett's editorial policy. It also was charged that the newspapers suppressed news concerning WSAY and otherwise treated it unfairly, causing it financial losses beyond what would have been the result from ordinary competition. Questions were also raised on alleged indebtedness of WVET at the time it applied for the ch. 10 facility.

WSAY has been battling the sharetime grant since March 17, 1953, six days after it was awarded by the FCC. WSAY's protest was denied by the Commission, which ruled the objections were late and did not set forth charges with sufficient particularity. The U. S. Court of Appeals disagreed with the FCC; the court held that WSAY's protest was in order and that the station was entitled to a hearing [B•T, Aug. 1, 1955]. The Supreme Court affirmed the lower court action and remanded the case to the Commission.

NBC-TV's WRC-TV Seeks Studio, Transmitter Shift

APPLICATION for the move of NBC-owned WRC-TV Washington to a new location further away from downtown Washington was filed with the FCC last week.

The ch. 4 station asked permission to move its transmitter and studios to 4001 Nebraska Ave., on property formerly owned by the Georgetown Day School. The new site is adjacent to the Naval Communications Center and across from American U.

Citing a cost of $3.1 million, the NBC Washington outlet asked for 100 kw with an antenna 572 ft. above average terrain and 459 ft. above ground. WRC-TV, which began operating in 1947, maintains studios in the Sheraton-Park Hotel. Its present 500 ft. antenna (538 ft. above ground) is located on the grounds of the Sheraton-Park.

The proposed WRC-TV location is about 2,000 ft. from the transmitter-antenna site of ch. 7 WMAL-TV Washington.

No Replies on Translators

NO QUARTERS had been heard from by last Monday's deadline on reply comments on the FCC's low-power tv translator proposal. The Commission, in looking toward possible rule-making, solicited comments on the proposed use of the upper uhf band (chs. 70-83) for tv translator service [B•T, Jan. 16]. The FCC received 20 comments, almost all of which endorsed the authorization of translators in one form or another [B•T, March 19, 12].

PETRILLO TO BE ASKED—OR SUBPOENAED—TO LOCAL 47 INVESTIGATION, SAYS HOLT

Congressional probe of revolt by West Coast AFM Group postponed until later this month. Union's International Executive Board in New York names attorney Arthur J. Goldberg as referee in testimony.

AFM President James Caesar Petrillo will be requested and possibly subpoenaed to appear in Hollywood later this month at a congressional investigation of the anti-Petrillo revolt at AFM Local 47, the Los Angeles office of Rep. Joe Holt (R-Calif.) told B•T Wednesday.

In addition, Leo Cluesman, AFM national secretary, late last week notified Local 47's Vice President Cecil F. Read and other key leaders of the revolt that they must stand trial April 11 before a special referee at the Hollywood Plaza Hotel under charges filed against them by Local 47 President John te Groen and Recording Secretary Paul. The referee will be Arthur J. Goldberg, counsel for the merged AFL-CIO. Mr. Goldberg was picked by Mr. Petrillo personally and will make a factual report, without rendering decisions, to the AFM's International Executive Board. IEB then will consider the findings and rule on the guilt or innocence of the rebel faction.

Besides Mr. Read, those ordered to stand trial April 11 were William Atkinson, Vince De Rosa, John Clymans Jr., Uan Rasey, Warren Baker, Roy Toland, all members of the Local 47 board of directors who supported Mr. Read in the impeachment of Mr. te Groen. Other Read supporters cited for the trial included George Wald, Max Herman, Martin Berman, Marshall Cram, Earl Evans and William Ulyate.

On Wednesday, an apparently self-appointed committee of seven musicians, claiming to represent about 28 of the 35 members of Local 47 subpoened by the Un-American Activities Subcommittee, called a news conference and charged that the House committee's purpose is "blackmail and intimidation." During the interview only two of the seven identified themselves, but they asserted a special concert is planned April 9 "with a famous conductor and an outstanding speaker" to recruit support to keep the House committee "from coming to Los Angeles." Those identifying themselves said they were Leonard Dahlsten and Joe Pass, both freelancers.

Hearings Postponed

The House Education and Labor Committee, of which Rep. Holt is a member, first ordered an on-the-scene investigation of Local 47 starting April 7 but promptly postponed the hearing until conclusion of congressional voting on pending farm legislation. At Rep. Holt's request, the House Committee, headed by Chmn. Rep. Graham Barden (D-N. C.), appointed a seven-man subcommittee to go to the West Coast and conduct the inquiry into the revolt at Local 47 against Mr. Petrillo's AFM trust fund policies.

Meanwhile, it appeared that the fire of rebellion may be spreading. It was disclosed last week that two top officers of New York AFM Local 802 were quiet observers Monday in Hollywood when Local 47 impeached its second pro-Petrillo officer, Recording Secretary Maury Paul. It also was reported that Local 47's rebel leader, Mr. Read, is supplying economic background data requested by the U. S. Copyright Office to prepare for an international conference this summer in Geneva looking toward revision of all copyright laws to give musicians everywhere a better break in residual rights to their products.

New York Local 802, the largest within AFM (Hollywood Local 47 is second largest), has scheduled a special membership meeting tonight (Monday) to hear the reports of President Al Manuti and Vice President Al Knopf on their visit to Hollywood. It is understood segments of the New York local are favorable to the Hollywood rebel cause.

Mr. Petrillo last week promptly stayed Local 47's impeachment of Mr. Paul pending an investigation by the International Executive Board of an appeal by Mr. Paul. Mr. Petrillo earlier stayed the impeachment of Local 47 President te Groen pending investigation. The IEB has notified Mr. Read and other key leaders of the revolt to be prepared to stand trial sometime this month. A special panel of the IEB made an on-the-scene investigation a fortnight ago and was to report to the full IEB last Tuesday in New York.

Mr. Paul faced his membership for four hours Monday at the Hollywood Palladium and made a determined stand to ward off an ultimate impeachment vote of 1,642 to 742. Boos and catcalls were loudly exchanged by both factions, according to observers at the closed meeting, while Mr. Paul described Mr. Read as a "union buster" rather than union leader. The deposed recording secretary also was reported to have described Congressmen Holt and Barden as "notorious anti-labor congressmen."

Rep. Holt lunched with both Messrs. Read and te Groen March 22 and from this session he concluded the issues at stake in the Local 47 fight were big enough to warrant congressional inquiry. The House Committee already had scheduled an overall investigation of trust fund dealings by unions generally.

Specifically, Local 47 musicians are aroused over the continued policy of Mr. Petrillo to put all residual payments (release of movies to tv, recording royalties) into the $14 million music performance trust fund instead of allowing them to accrue to the musicians who made the original product. The trust fund provides employment to musicians in other areas put out of work by the mechanical product of radio, tv, movies and records.

The rebel leader noted that the copyright laws in the U. S. have not been changed since 1909 and "meanwhile, sound track and other mechanizations of music have come along. All the other allied crafts in the entertainment industry—authors, writers, composers, artists—are protected by copyright to payments and royalities for use and reuse of their products and services. The playing musician is not so protected.

"Consequently, we are confronted with such practices as the free use by juke boxes and by small radio station disc jockeys of recordings and recorded performances for which the playing musician receives no payment or royalty. This is wrong."

Besides Congressman Holt, the House Labor Subcommittee, which will investigate Local 47 later this month, will include Chmn. Carl Elliott (D-Ala.) and Reps. Phil M. Landrum (D-Ga.), Earl Chudoff (D-Pa.), James Roosevelt (D-Calif.), Sam Coon (R-Ore.) and Orvin B. Fjare (R-Mont.).

Some 35 members of Local 47 have received subpoenas to appear April 16 in Los Angeles at resumed hearings of the House Un-American Activities Subcommittee which will continue its probe of Communist infiltration into the

Don't forget the NARTB Convention!
It's April 15-19 in Chicago.

If you can't make it,
read all about it in the
B•T issue of April 23.

Even if you make it,
some of the things
that happen may be
a little bit hazy (!)
So read
all about it etc.

But whether you make it or not,
your advertisement should be
in the April 16th Convention Issue.
B•T is read by practically
everybody in radio-tv;
the Convention Issue is even more so.

Deadline for space reservations: April 9.

**Executive and
Publication Headquarters,
Broadcasting • Telecasting Bldg.,
1735 DeSales St., N. W.,
Washington 6, D. C.**

entertainment world, this time among musicians. William Wheeler, committee investigator, said several weeks ago that the investigation has no connection with the anti-Petrillo revolt [B•T, March 12].

In announcing the appointment of Mr. Goldberg by the IEB, President Petrillo said Mr. Goldberg will hear testimony from all individuals concerned in the controversy at hearings scheduled to begin in Los Angeles on April 11.

Mr. Goldberg currently is general counsel of the United Steelworkers of America, special counsel to the AFL-CIO and a member of the board of the American Arbitration Assn. He headquarters in Washington.

SAG Cites Contract On Electronic Tape

JURISDICTIONAL dispute between the Screen Actors Guild and American Federation of Television & Radio Artists over representation when electronic tape is used for most tv film shows caused SAG to disclose last week for the first time that provisions of the contract negotiated last fall with the Alliance of Television Film Producers clearly covers "all motion pictures including those made with tape or other electronic devices."

SAG Monday also announced that the same provision is included in an agreement newly negotiated with the Assn. of Motion Picture Producers and which has been mailed to the guild's membership for ratification.

SAG last month protested to CBS that a "clarification" of the network's agreement with AFTRA is a "flagrant violation" of jurisdictional lines covering actors in tv motion pictures. SAG has all film jurisdiction while AFTRA has live shows and kinescopes [B•T, March 19, 12]. CBS presently is the only major tv network which films some of its own shows.

SAG and CBS representatives met in Hollywood a fortnight ago and the guild pointed out that the AFTRA contract "clarification" had the effect of giving tape jurisdiction to AFTRA rather than SAG. Although no decision was reached at the meeting, SAG said it will take steps to protect its rights.

The newly disclosed provision, prefaced with the heading of "Definition," is incorporated in the printed copies of the new television supplement to the Producer-SAG Codified Basic Agreement now being mailed to all tv signatories. It also is included in the new basic agreement with theatrical motion picture producers. The provision reads:

"The parties confirm their mutual understanding and agreement that the term 'motion pictures' as used herein and in all prior agreements between the parties, means and includes and has always meant and included, motion pictures whether made on or by film, tape or otherwise, and whether produced by means of motion picture cameras, electronic cameras or devices, or any combination of the foregoing, or any other means, methods or devices now used or which may hereafter be adopted."

John L. Dales, SAG national executive secretary, said the guild hopes this provision "will prevent any misunderstanding about the extent of the motion picture field in which the guild operates, such as arose following AFTRA's recent negotiation of a 'clarification' of its contract with the television networks, which was construed as attempting to extend AFTRA's field beyond those shows produced 'in the live manner.' With negotiation of the definition of the term 'motion picture,' there should be no reason for dispute . . ."

ABC EMERGENCE AS PROFITABLE DIVISION STRESSED IN ANNUAL REPORT TO AB-PT

Broadcasting gain in 1955 as compared to loss in operation the two previous years is pointed up by Leonard H. Goldenson, corporation president, who also cites 'much stronger program lineup' for tv operations, which had 53% increase in billings.

BLOSSOMING of ABC as a profitable broadcasting arm of the parent American Broadcasting-Paramount Theatres Inc. is pointed up in AB-PT's annual report released last week.

Leonard H. Goldenson, AB-PT's president, said the ABC Div. broke into the profit column last year as compared to a loss in operations both in 1953 and 1954. He also said that this "marked improvement" was evidenced in particular by ABC-TV, which now boasts a "much stronger program lineup" and which realized a 53% increase in gross time billings. While ABC's Pulse went up, Mr. Goldenson noted that AB-PT's theatre gross income was down about 4% from 1954.

AB-PT's overall net operating earnings (income) increased 74%—from $4,722,000 in 1954 to $8,218,000 in 1955, which amounted to $1.89 per share of common based on the number of shares outstanding at the end of each quarter and compared to $1.06 per share common in 1954. The shares outstanding at yearend 1955 were 4,138,165, contrasted with 3,968,487 shares outstanding at the end of the previous year. Common stock dividends paid in 1955 were $4,920,000 or $1.20 per share—including a 20 cents per share extra dividend at the yearend, as against $1 per shsare in 1954.

AB-PT's Record Income

A total income of $194,662,000 was reported to be the highest in AB-PT's six year history. Of this, ABC had an operating income of $18,117,000, an increase of $10,693,000 over the previous year. AB-PT paid or provided for payment, $13,323,000 in taxes, $7,773,000 of this to the federal government.

The report said that ABC's capital expenditures last year were $714,000 but with "expanding requirements" it was anticipated the division's future capital expenditures would exceed the amount of its depreciation.

In a recap of ABC's television activity, AB-PT said the network was able to "improve and increase its proportionate share of business in the dynamic television broadcasting field which saw total advertising revenues reach an estimated $1 billion compared with approximately $800 million in the preceding year."

ABC-TV, the report said, had a greater percentage (53) increase than any other network in its 1955 gross time billings compared to the previous year. Last fall, the network "came close to filling the 21 prime nighttime hours with sponsored programs. Specifically, 25 hours, including 5 daytime hours, were sold commercially compared with a total of 13¼ hours in 1954 and 10¼ hours in 1953."

The report said that an indication of program improvement on ABC-TV was shown by a 56% increase in time that tv families spent each week watching the network's programs (51 million "home hours" in December 1954 to 80 million home hours in December 1955).

The improvement in programming was traced in AB-PT's report to "constant upgrading in quality . . . with a schedule of different types aimed at the varied tastes of the viewing audiences." Most of the network's programs, including ABC's tieups with feature motion picture makers Walt Disney, Warner Bros. and MGM, were mentioned in the report which noted, too, that ABC-TV plans to improve and broaden the program structure, particularly in the daytime schedule. AB-PT said more than 11 new presentations, including a 90-minute weekly dramatic series, are being prepared for "possible use" in the 1956-57 season.

Network gains were achieved "despite ABC's inability to get full clearances for its programs in a number of large cities which still are limited to one or two tv stations," according to the report. ABC-TV's current lineup of affiliates is set in the report at 215. "However," it is predicted, "when the FCC does approve additional stations and ABC is able to get consistent program clearances and basic affiliations in such major markets as Boston, Miami, Pittsburgh and St. Louis, the network will be better able to compete on an equal basis with other networks; revenues should show a corresponding increase; advertisers' needs will be better served, and the public will benefit by being given an opportunity to enjoy a greater selection of programs."

Other highlights in the report:

Color tv—While the public as well as advertisers and broadcasters can be expected to benefit from color tv, set sales "to date" have been relatively limited. Once there is a "sufficient number of color sets to justify public and advertiser interest," ABC will be prepared to broadcast in color.

Radio—Despite a general decline in network radio business that now is going through a "transition period since the advent and rapid growth of television," the medium remains the "dominant force" in broadcasting "attested by the extensive coverage of radio—96% of the homes in this country—and the continued high volume of radio set sales."

Rather than a decline in radio listening there has been a change—because of tv—in listening habits, and thus radio's role has switched from a family entertainment medium to the individual's personal listening service.

ABC Radio 'Reprograms'

To meet these changes, ABC Radio has designed its morning *Breakfast Club*, afternoon *Make Believe Ballroom* and nighttime half-hour segmented shows of 2½ hours duration nightly to fit into such listening habits. Along with the "reprogramming," ABC Radio has "embarked on a new overall sales and promotional plan directed particularly to attract new sponsors through the sale of shorter program segments."

Whereas AB-PT found it "difficult to predict at this time" the future of radio network business, it noted that the current status of the medium—including new program concepts, value to advertisers, vast audiences, large set volume with future increases expected with readily available transistorized portable receivers—points to radio's "continued importance in the communications field."

Owned stations—Overall business has shown profitable improvement from year to year. Tv was mentioned particularly, with AB-PT noting that ABC's owned tv stations "have excellent physical facilities to meet the requirements of local programming and maximum transmission power providing extensive coverage and proper reception to local audiences."

Filmed Syndication—Expansion of the operations of ABC Film Syndication Inc., an AB-PT

subsidiary, is noted, along with a near doubling in 1955 of the previous year's volume in billings of tv film programs distributed to stations and advertisers. The subsidiary is prepared to distribute current and future properties to foreign markets AB-PT said.

Disneyland Park (Anaheim, Calif.)—AB-PT said it had paid $500,000 for approximately 35% stock interest in Disneyland Inc., and had advanced $1,241,200 (proportionate to stock interest) subordinated to a bank loan in an original amount of $4.4 million and since reduced to $3,650,000 at March 1, 1956. The park, which opened last July, also has been used by ABC as the setting for a number of Disney programs, the report stated.

Electronics—Microwave Assoc. (designs and produces microwave equipment, magnetrons, radar components and other electronic devices), of which AB-PT has one-third stock interest, can be expected to accelerate in its growth as a result of a one-third stock acquisition last year in microwave by Western Union Telegraph Co. Western Union and AB-PT in 1955 also entered into an agreement for purchase by each of 22% stock interest with options to increase the respective interests to 25% in Technical Operations Inc., Arlington, Mass. This company is engaged in manufacturing, research and development in various scientific fields, principally nucleonics, operations research, chemistry and electronics.

Records—AB-PT organized Am-Par Corp. as a phonograph records subsidiary last June. Am-Par has distribution outlets in major U. S. cities and in Canada. The initial release was recorded songs from ABC-TV's *Mickey Mouse Club* and starting last fall, a number of recordings of popular music was released under the ABC-Paramount label.

Mr. Goldenson said a third of the decrease in AB-PT's gross theatre income was the result of disposal of more theatres in compliance with a government anti-trust decree requiring AB-PT to dispose of certain movie houses. The remaining drop was attributed to lack of quality films in the year's fourth quarter.

In a section of the report devoted to AB-PT's theatre operations, AB-PT noted that the "most effective media" must be used to aggressively merchandise pictures in order to build theatre audiences. Television, the report said, "presents a potent force in serving the motion picture industry. Properly presented, television is able to pre-sell pictures by its extensive exposure in millions of homes of potential movie goers." Tv also can develop talent and provide story ideas, producers and writers, AB-PT said, emphasizing efforts by the company to further a close relationship between picture production and tv through ABC's tieups with Disney, Warner Bros. and MGM, all of which have programs on ABC-TV.

Agenda Drawn Up For Chicago CBS-TV Affiliates Session

A SECOND general conference of CBS-TV affiliates has been set for April 13-14 at Chicago's Conrad Hilton Hotel. Network officials are expected to present progress reports and plans for future activities to executives of 166 tv stations affiliated with CBS-TV. According to the pre-registration last week at least 277 station people will assemble for the two-day Chicago meeting.

C. Howard Lane, vice president and managing director, KOIN-TV Portland, Ore., and chairman of the CBS Television Affiliates Assn., will call the first session to order at 10:15 a.m. on April 13. At a luncheon that day, Dr. Frank Stanton, CBS Inc. president, will address delegates. A banquet that evening will feature a special talent show. Another luncheon will be held April 14.

Greeting the delegates will be CBS-TV President J. L. Van Volkenburg who will introduce the following network speakers: Hubbell Robinson Jr., executive vice president; Merle S. Jones, executive vice president; Alfred J. Scalpone, vice president in charge of network programs, Hollywood; William H. Hylan, vice president in charge of network sales; William B. Lodge, vice president in charge of engineering; Sig Mickelson, CBS Inc. vice president for news and public affairs; Richard S. Salant and Ralph W. Hardy, vice presidents; Edward P. Shurick, national director of CBS-TV station relations; Oscar Katz, CBS-TV director of research; Robert P. Jamieson, CBS-TV sales service manager; John P. Cowden, operations director of CBS-TV advertising and sales promotion, and Charles J. Oppenheim, director of information services, CBS-TV.

At a general business session, delegates will discuss proposed by-laws for the affiliates group.

Saxe to Succeed Falknor, Retiring From CBS May 7

EDWARD L. SAXE, vice president and assistant to the president of CBS-TV since 1954, will succeed Frank Falknor as vice president in charge of operations for CBS-TV on May 7 when Mr Falknor will retire, CBS-TV President J. L. Van Volkenburg announced last week.

MR. SAXE

Mr. Saxe joined CBS in 1946 as assistant to the treasurer and later was appointed executive assistant and controller. Before World War II, Mr. Saxe was with the U. S. Dept. of Justice and served with military intelligence in Europe during the war years.

After retirement, Mr. Falknor will serve CBS on a consultant basis, Mr. Van Volkenburg said. Mr. Falknor was named to his present post in July 1951 after having served since 1955 as assistant to the vice president of the CBS Central Div. and as assistant manager of WBBM Chicago. He joined CBS in 1933 as WBBM's chief engineer.

Warner Takes ABC Press Post, Network Promotes Al Seton

APPOINTMENT of Hank Warner as director of press information for ABC and the promotion of Adolph (Al) Seton as assistant director of press information in charge of exploitation were announced last week by Michael J. Foster, vice president in charge of press information and advertising. Both appointments take effect on April 9.

MR. WARNER

MR. SETON

Mr. Warner joins ABC from CBS, where for 13 years he was associated in the press information department. Mr. Seton, currently ABC's manager of publicity, joined the network in May 1953.

CBS RADIO SLOTS NEW CURRENT EVENTS SERIES

TO MEET a heightening interest in politics, campaigns and issues in an election year, CBS Radio is placing into effect today (Monday) a revamped and strengthened schedule of news and public affairs programs.

Highlighting the new slotting is a Monday-Friday series, 9:30-9:55 p.m. EST, which will present across the board at the same time period a group of programs that had been broadcast at various times during the week.

CBS Radio said the programs will focus on news and comment on the election and its preliminaries, discussions of national and international issues, reports on the president's news conferences and views of national and world leaders.

Under this nighttime grouping: *Capitol Cloakroom*, informal interview program, will be programmed Mondays; *Campaign '56* a report on pre-convention contests and CBS' roving "Campaign Cavalcade" reporting team, Tuesdays; news show handled by Charles Von Fremd, CBS' White House correspondent, who will report on presidential news conferences and other Washington highlights, and who will draw upon CBS' foreign correspondents for profiles, Wednesdays; *The Leading Question*, discussion of leading issues of the day, Thursdays; and *So They Say*, handled by Larry Lesueur, CBS' United Nations correspondent, presenting on Fridays various features and special recordings, human interest and feature stories.

Next Sunday, CBS Radio also will revise its morning schedule of news and public affairs programs: *Invitation to Learning*, 10:30-11; news, 11-11:05; *Washington Week*, 11:05-11:15; *World Affairs Report*, 11:15-11:30, all EST.

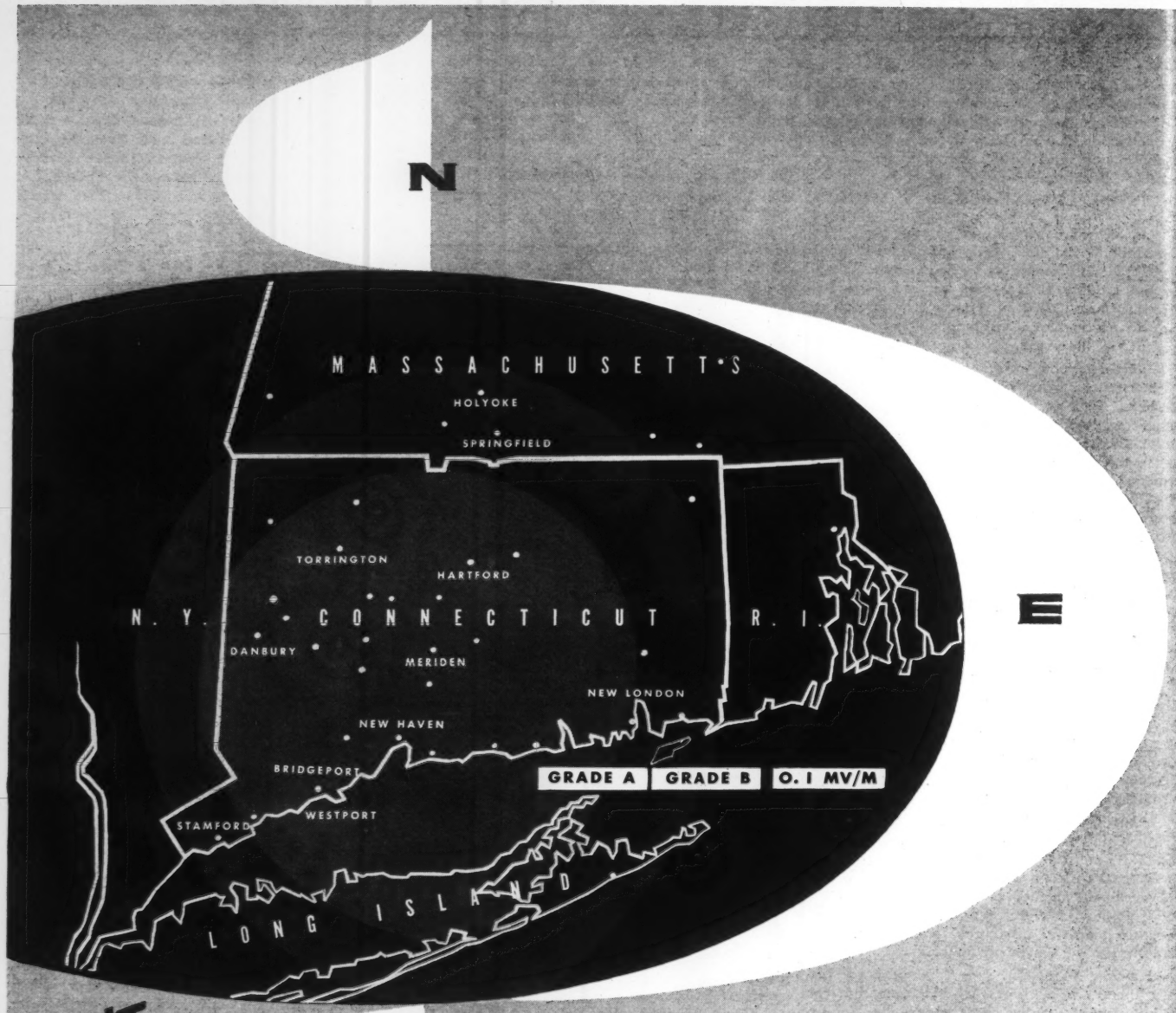
To make room for the Monday-Friday program grouping, the comedy team of Amos 'n' Andy will be returned to its old stall today. The network is reslotting the *Amos 'n' Andy Music Hall* series from 9:30-9:55 to 7:05-7:30 p.m. EST, Monday-Friday. More than 25 years ago, Freeman Gosden and Charles Correll launched their radio careers in the 7-7:15 p.m. EST spot which soon became a "must" time period for their fans.

Also, the *Jack Carson Show*, now 9:05-9:30 p.m. EST, Monday-Friday, becomes a half-hour strip, 8-8:30, switching its period with two programs, *My Son, Jeep* and *Yours Truly, Johnny Dollar*. *Jeep* takes the 9:05-9:15 portion in a new, streamlined format with *Yours Truly* filling the remaining 15 minutes.

According to Howard G. Barnes, vice president in charge of network programs, the new evening schedule also will permit the latter two dramatic programs to be aired later in the evening, where surveys indicate radio audience interest in drama is the highest.

ABC-TV Appoints Lafferty

APPOINTMENT of Frederick P. Lafferty as closed circuit program manager of ABC-TV is being announced today (Monday) by Robert F. Lewine, vice president in charge of programming and talent for ABC-TV. Mr. Lafferty served most recently as traffic and continuity supervisor at WBZ-TV Boston.



DON'T

PARDON OUR SOUTHERN ACCENT

SOUTHERN NEW ENGLAND, THAT IS . . . Where the *accent* is on almost a million TV families in 15 rich counties — where WNHC-TV's powerful signal will *accent* your product to a public whose effective buying income results in better than 5 billion dollars in annual retail sales.

THAT'S A LOT OF ACCENT IN ANY LANGUAGE!
Check the cost per thousand, then *call your Katz man. Your* southern accent will get you a lot of New England hospitality.

CONNECTICUT'S MAJOR TV OUTLET **WNHC** CHANNEL 8 TELEVISION : 316,000 WATTS MAX. POWER

GE Microwave Relay To Get Chicago Debut

A NEW, 200 lb. microwave relay system, at a 2,000 mc frequency, is being announced today (Monday) by General Electric Co.'s Broadcast Equipment Section, which will show the new relay unit to tv broadcasters for the first time at the NARTB convention in Chicago April 15-19.

GE said the unit combines the outputs of separate aural and visual transmitters into a common antenna and has been developed for use at the origin point of a program—either remote or studio operation. It has two transmitting and two receiving units, and two parabolic antennas or "dishes." It was designed specifically for color transmission, although GE reported "excellent" performance in both monochrome and color testing.

Relay of the aural and visual signals is through a single antenna, called "diplexing" and said by GE engineers to be new to the tv industry. An advantage of the system, GE said, is to permit a wider safety margin in meeting FCC specifications during simultaneous color and aural transmission. Control for immediate on-air broadcasts is by an oven-type crystal described by GE as highly accurate and as without need for long warmup periods formerly required.

Broadcasting engineers at GE—the system was developed by GE's T. G. Custin, C. J. Scheiner and J. Smith—claimed the equipment gives improved coverage and more freedom from fades than higher frequency equipment now used widely in the industry. A greater flexibility is provided, GE said, because transmitters and controls can be located away from the antenna.

In summarizing performance of the system, GE said it performs with excellence up to 20 miles under average conditions, and that even greater distances are possible under favorable signal-path conditions.

According to GE, the new system has been under development for the past two years at its broadcast equipment laboratories. The unit, which is expected to go into production within the next few months, is not yet priced, although GE said it would be competitive with higher frequency equipment now in use. The microwave relay system will be available in two models: TL-3-A, which includes both aural and visual equipment, and TL-3-D, which is visual equipment only.

Hoffman Electronics Nets $1.56 Million During 1955

HOFFMAN ELECTRONICS Corp. sales and profits for 1955 were the second highest in the Los Angeles company's history, H. Leslie Hoffman, president, reported to shareholders in the annual report released Friday. Net profit for the year ended Dec. 31, 1955, was $1,560,596, or $2.15 a share on the 724,760 common shares outstanding—an increase of 5% over the 1954 net profit of $1,485,513. Consolidated sales were $44,416,673 compared with $42,647,008 in 1954.

The firm's 1955 expansion included acquisition of National Fabricated Products Inc., Chicago, a company engaged in the manufacture and sale of electronic components and silicone-type semiconductors, Mr. Hoffman told shareholders. He disclosed that company expenditures for research and development in 1955 were $1,864,052, representing 4.2% of the total sales volume. The present backlog of government contracts was reported at approximately $35 million.

"The increase in dollar volume of the television division indicates that the company obtained a good percentage of middle and higher priced units," Mr. Hoffman said. He indicated the company's future planning is designed to realize a substantial portion of the rapidly expanding replacement, second set, and color set market.

Zenith Antitrust Suit To Be Resumed on Oct. 1

AN ANTITRUST suit filed by Zenith Radio Corp. against RCA, General Electric Co. and Western Electric will be resumed Oct. 1 in Chicago Federal District Court, it was reported last week.

Meanwhile, Judge Michael Igoe has denied an RCA petition charging him with "personal bias and prejudice" in the $16 million Zenith counter-suit involving patent infringements. He refused Monday to disqualify himself from the case, claiming RCA's petition was not legally sufficient as required by high court rulings. RCA charged any further hearings before Judge Igoe would be adverse to RCA.

The RCA petition was filed on behalf of RCA President Frank Folsom. Also involved with Zenith is the Rauland Corp., its tube-making subsidiary. The case has been before Judge Igoe for over a year.

Motorola Promotes Five, Realigns Market Functions

A SERIES of executive promotions involving the creation of national tv and radio sales posts and realignment of consumer product marketing functions were reported by Motorola Inc. last week.

Edward R. Taylor, vice president and assistant to the president, announced the appointments of S. R. Herkes as vice president of sales; A. G. Williams as general sales manager; David H. Kuttner as merchandising manager; Charles P. Lloyd as national television sales manager, and J. B. Anger as national radio sales manager, among others. The tv and radio sales positions are newly-created. All appointments are effective immediately.

Mr. Herkes previously was vice president and general manager of Motorola-Chicago Inc.; Mr. Williams, administrative assistant to the marketing vice president, and Mr. Kuttner, advertising director.

SACKS GIVES UP POST AT RCA VICTOR RECORDS

EMANUEL (MANIE) SACKS, RCA-NBC triple vice president, is giving up his duties in the RCA Victor Record Div. to spend full time on RCA and NBC staff activities, RCA President Frank M. Folsom is announcing today (Monday).

Mr. Sacks will concentrate on his responsibilities as staff vice president of RCA and staff vice president of NBC, and give up his post as vice president and general manager of the record division to Lawrence W. Kanaga, who has been vice president and operations manager of the division.

MR. SACKS

In explaining the move, Mr. Folsom said:

"In recent months, Mr. Sacks has been spending more and more time on staff activities at RCA and NBC. Because of the expansion of color television and new programming as well as talent requirements, the demands on his time will be even greater in the months ahead.

"In addition, Mr. Sacks is chairman of the board of Kagran Corp., a wholly-owned subsidiary of NBC which handles film syndication and other enterprises.

In his multiple vice presidencies, Mr. Sacks has had far-reaching responsibilities in many areas of RCA and NBC affairs. Recently, however, he has concentrated to a great extent on NBC operations, particularly in the talent field.

He joined RCA Victor in January 1950 as director of artist relations, was elected staff vice president of RCA in December 1950 and vice president and general manager of the record division in January 1953. The third vice presidency, that of NBC, was added in August 1953.

Mr. Kanaga joined the RCA Victor Distributing Corp. in Detroit in 1947 as vice president after serving with Montgomery Ward & Co. and Hale Bros., San Francisco. He became general sales and merchandise manager of the RCA Victor Record Div. in 1949, and vice president and operations manager of the division last May. In his new post, he will report to Robert A. Seidel, executive vice president, RCA consumer products.

MANUFACTURING PEOPLE

J. P. Lawton, Seattle district manager, and **John Reine,** Chicago district manager, both over 30-year veterans of Graybar Electric Co., N. Y., elected directors of firm.

Donato J. Bracco, acting manager of Sylvania Electric Products Inc., chemistry lab, Flushing, L. I., appointed manager.

E. N. Phillips, district commercial engineer in western regional office, General Electric Tube Dept., elevated to district sales manger. **James H. Schussele,** supervisor of Magnetron product design at GE's Electronics Park, Syracuse, N. Y., appointed manager of Magnetron and space charge tube product engineering, power tube sub-department at Schenectady, N. Y. **Austin E. Rankin,** supervisor of Klystron design, General Electric Co., Schenectady, N. Y., to manager of Klystron and traveling wave tube product engineering, power tube sub-department.

Robert C. Tait, president of Stromberg-Carlson Co., Rochester, N. Y., division of General Dynamics Corp., elected director of Bausch & Lomb Optical Co., also Rochester.

T. R. Hayes, district sales manager for equipment sales, RCA Tube Div., Chicago, named general sales manager, RCA Semiconductor Div., Harrison, N. J. **Harry B. Wilson,** manager, electronic components marketing, RCA Tube Div., Harrison, N. J., to district sales manager of equipment sales, RCA Tube Div., Chicago.

Arthur H. Fogelman, east coast technical sales representative, Magnavox Co., to Allen B. DuMont Labs, as assistant to manager of Washington, D. C., office, effective immediately. Also to DuMont sales staff: **John C. Wolke,** North Jersey district sales manager, Downs-Smith Brass & Copper Co., as assistant manager of replacement sales, Cathode-Ray Tube Div. **George Etkin,** former partner, Gale & Falk, N. Y. law firm, appointed general counsel of DuMont Labs.

PLOUGH BUYS WCOP, SECOND IN WEEK

Price for Boston station reportedly in neighborhood of $450,000. Sale subject to FCC approval.

SECOND acquisition of a radio station in one week was announced by Plough Inc., Memphis, Tenn., pharmaceutical house, last week when it was announced that an agreement had been signed with John Fox (*Boston Post*) to purchase WCOP Boston, Mass. The price was not announced, but reportedly was in the neighborhood of $450,000. The sale is subject to usual FCC approval.

Late last month, Plough Inc.'s purchase of CBS-affiliated WCAO-AM-FM Baltimore from L. Walters Milbourne and associates for a reported $550,000-$600,000 was announced [B•T, March 26].

Negotiations are under way for a third acquisition, the Memphis company announced. It already owns WMPS Memphis and WJJD Chicago. The company said it eventually hopes to own seven radio stations. It is also interested in tv, the company announced.

WCOP, operating on 1150 kc with 5 kw, took the air in 1935. Roy Whisnand, present WCOP general manager, will continue in that capacity after the transfer, according to Harold Krelstein, vice president in charge of Plough Inc. radio operations.

Charles DeVois, assistant to Mr. Krelstein at WMPS, was named vice president-general manager of WMPS.

Plough Inc. which makes St. Joseph Aspirin, Mexsana Medicated Powder and other drug products, recently announced a merger with The Musterole and E. W. Rose companies of Cleveland, pharmaceutical houses. Abe Plough is president of Plough Inc.

Also announced was the formation of a new corporation, Plough Broadcasting Corp. of Mass., with authorized capital of $500,000. Plough Broadcasting Co. owns WJJD and is to become the licensee of WCAO. Its authorized capital has been increased to $1 million. WMPS Inc. is the licensee of the Memphis station. Mr. Krelstein is president of the subsidiary corporation.

The Boston transaction was handled by Robert Grant of Kidder Peabody Co.

MR. PLOUGH

MR. KRELSTEIN

WRVA-TV Gets DuMont Gear, Sets Target Date April 29

A MAJOR PORTION of a 50 kw transmitter and related equipment is slated to be delivered today (Monday) to WRVA-TV Richmond by Allen B. DuMont Labs. The station now expects to be commercially telecasting on April 29 with a test pattern on the air by April 20.

Installed will be a color and monochrome transmitter; two color picture monitors, associated monitor and test equipment; studio control; full master control with nine channel switches for full control circuits; a color multiscanner; four camera chains; a two-sync generator, and four image orthicon camera chains.

It was expected that complete installation would be made over a two months' period, permitting the station to telecast color programs. The station is affiliated with CBS-TV.

C. T. Lucy, president of WRVA-TV, said the station would be integrated within the community as was WRVA, its sister radio station, with which he has been associated since 1925. He said the station will carry a full schedule of network programs and telecast 7 a.m. to midnight each day.

According to DuMont, equipment supplied the station included six miles of cables, 402 tubes and 20,000 component parts. The station initially will telecast from a 400-ft., six-bay antenna, eventually to be doubled in size to an 800-ft., 12-bay antenna. Until studios are completed in about two months, the station plans to carry only network shows and local news.

'All Color' Operation Set To Begin at WITI-TV May 21

WITI-TV Whitefish Bay, Wis., plans to start test patterns in about four weeks and begin operation as an "all color" independent station May 21, it was reported last week.

WITI-TV is expected to program about 56 hours weekly at the outset, transmitting anywhere from 12 to 30 hours in color. It will be equipped for all color through DuMont Labs' Vitascan system.

Standard black-and-white programming is necessary in many instances because much of the film is conventional monochrome. WITI-TV will transmit all program introductions, live commercials, news and weather shows and station break announcements in color.

The station already has demonstrated a number of sample commercials in color for food, soap, petroleum and other advertisers. With an estimated 1,000 color receivers in Milwaukee County, WITI-TV plans to work closely with dealers to promote its color operation through displays, direct mailings and other aids. It will maintain a single national and local rate.

To Expedite Spotting

IF color tv were being used in network coverage of the political conventions, NBC's directors and cameramen could be easily spotted—not only by NBC people but also by the viewer. NBC-TV personnel will be outfitted in red sport coats with the NBC insignia appearing on breast pockets. Reason for the crimson jackets: NBC-TV executives in 1952 found it difficult to locate newsmen and technicians as delegates crowded the convention floor. NBC's plans are not affecting ABC-TV or CBS-TV. ABC-TV reportedly feels that it is better for coverage purposes if newsmen look like the rest of the crowd, while CBS men will have special badges for identification—no nattily tailored sports coats.

WBC Mails Agency Aid

WESTINGHOUSE Broadcasting Co., in order to simplify the practice of figuring out the 15% agency commission on time purchases, last week mailed a pocketsize "percentile chart"—a small, cardboard "sandwich" with a sliding inner section bearing cost data before and after commission—to more than 2,000 agency executives throughout the country. WBC said it hoped the chart would relieve the timebuyer of "that harsh and unpleasant phase" of advertising.

WCBI-TV Names Officers, Plans July 13 Target Date

WCBI-TV Columbus, Miss., plans to go on the air July 13, according to Birney Imes Jr., owner. The station will operate on ch. 4 with 20 kw and both CBS and NBC affiliations.

Studio and transmitter building, now 90% complete, is three miles from Columbus, on Route 12. At the beginning, the station will be on the air from 3-11 p.m., using RCA equipment throughout.

Bob McRaney, general manager of the Mid South Network, has been named WCBI-TV general manager. Other officers are Chris Everson, station manager; W. W. Whitfield, advertising sales director, and Tom McFerrin, chief engineer.

INSPECTING the antenna for WCBI-TV Columbus, Miss., are (l to r) Wiley Wenger, RCA sales representative; Bob McRaney, general manager of the Mid South Network and WCBI-TV; Tom McFerrin, chief engineer, and Chris Everson, station manager.

MASS APPEAL!

NEVER A FILM SERIES TO MATCH...

Celebrity Playhouse

The Billboard Scoreboard FEBRUARY 25, 1956

The Pulse Audience Composition Studies

• Syndicated Film Drama Shows

DECEMBER RATINGS

Rank	Show & Distrib.	Avg. Dec. Rtg.
1	Douglas Fairbanks Jr. Presents (ABC)	16.0
2	Celebrity Playhouse (Screen Gems)	15.8
3	Star and the Story (Official)	13.2
4	Dr. Hudson's Secret Journal (MCA)	12.2
5	Science Fiction Theater (Ziv)	11.2
6	Mayor of the Town (MCA)	10.8
7	Heart of the City (MCA)	7.5
8	The Unexpected (Ziv)	4.5
9	Your All Star Theater (Screen Gems)	4.1
10	The Visitor (NBC)	3.6

VIEWERS/100 HOMES

Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In
1	Celebrity Playhouse (Screen Gems)	223
2	Douglas Fairbanks Jr. Presents (ABC)	208
3	Mayor of the Town (MCA)	203
4	Science Fiction Theater (Ziv)	195
5	Time Square Playhouse (Ziv)	195
6	Dr. Hudson's Secret Journal (MCA)	193
7	Heart of the City (MCA)	193
8	Star and the Story (Official)	192
9	The Visitor (NBC)	191
10	The Unexpected (Ziv)	189

AMONG MEN

Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1	Celebrity Playhouse (Screen Gems)	79
2	Mayor of the Town (MCA)	[illegible]
3	Times Square Playhouse (Ziv)	75
4	Science Fiction Theater (Ziv)	75
4	Dr. Hudson's Secret Journal (MCA)	75
6	Douglas Fairbanks Jr. Presents (ABC)	74
7	Famous Playhouse (MCA)	73
7	Heart of the City (MCA)	73
9	Star and the Story (Official)	70
10	The Visitor (NBC)	69

AMONG WOMEN

Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1	Celebrity Playhouse (Screen Gems)	96
2	Douglas Fairbanks Jr. Presents (ABC)	92
3	Famous Playhouse (MCA)	85
4	Times Square Playhouse (Ziv)	83
5	Mayor of the Town (MCA)	83
5	Star and the Story (Official)	83
7	Dr. Hudson's Secret Journal (MCA)	82
8	The Unexpected (Ziv)	80
9	Your All Star Theater (Screen Gems)	76
9	Heart of the City (MCA)	76

FEATURING THESE... AND OTHER TOP STARS!

EDWARD G. ROBINSON
ANN SHERIDAN
KEEFE BRASSELLE
LARAINE DAY
CHARLES BICKFORD
RICARDO MONTALBAN
JOSEPH COTTEN
MACDONALD CAREY
ZACHARY SCOTT
THOMAS MITCHELL
CESAR ROMERO
ANGELA LANSBURY
MONA FREEMAN
SYLVIA SIDNEY
PAUL HENREID
JOANNE DRU
PAT O'BRIEN
GALE STORM
LOUIS JOURDAN
TERESA WRIGHT
FRANK LOVEJOY
RUTH ROMAN
WENDELL COREY
DANE CLARK
LINDA DARNELL
FAITH DOMERGUE
MARK STEVENS

Scan all ratings:... Screen this show!

For details ... call

SCREEN GEMS Inc.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

233 WEST 49TH STREET, NEW YORK 19, N. Y. CIRCLE 5-5044

MERCHANDISING THE SPOT

'BIG FIVE' DISC JOCKEYS ADD IMPACT TO KLAC COMMERCIALS

LOTS of radio and television stations are providing merchandising tie-ins for major program advertisers, but KLAC Los Angeles has discovered through four years of evolution into a strong independent outlet that big billing grosses can be based on merchandising the spot announcement, too.

Four years ago, when Los Angeles radio seemed at low ebb in the seven-television station market, Mortimer Hall sold KLAC-TV (now ch. 13 KCOP) to the Copley Press interests and turned his full attention to a new radio format for KLAC which he felt eventually could be merchandised—giving new promotion strength to the station as well as greater retail sales impact for the advertiser. Industry prophets thought he had lost his mind. It was a switch they couldn't believe —especially his long-range expectations for radio.

First of all, Mr. Hall knew that to compete with television he would have to furnish a different kind of entertainment. "Television based its appeal on newness and visual interest," he told B•T, "so we felt radio should go the opposite way and create new listening pleasure. We chose the 'Big Five' disc jockey format and devoted our promotion efforts to build public acceptance of our personalities so they in turn could merchandise for the advertiser."

The "Big Five" format is a 24-hour, every day romance with the public, whereby five "star-name" disk jockeys play popular music around the clock, alternating and cross plugging each other. The Big Five are: Peter Potter, Jim Ameche, Gene Norman, Alex Cooper and Dick Haynes. Each DJ has a different approach to music and each has a vast amount of individual outside promotion, encouraged by the station.

"We played around with various promotions involving the 'Big Five' during the first couple of years of our long range plan, but it was an enlightening conversation our sales manager had with a client that told us it was time to push our merchandising effort into high gear."

The conversation occurred when KLAC Sales Manager Felix Adams was expounding his station's virtues to a prominent Southern California food broker.

AT TOP: 'Big Five' disc jockeys (l to r): Jim Ameche, Dick Haynes, Gene Norman, Alex Cooper and Peter Potter.

"Felix," exclaimed the broker, "I don't give a damn how many listeners you've got. I'm interested only in a radio schedule that my salesmen can merchandise to the grocery stores."

KLAC plunged into merchandising with a capital M.

"We had a lot to learn before we evolved our present merchandising system," Mr. Adams says. "At first, we tried merchandising at a retail level only. But sending out mailers to the more than 9,000 outlets was too expensive to be practical."

So Mr. Adams decided to work through the brokers instead of retail outlets. The broker, through his salesmen, goes to a large retail outlet and bargains for added display space, promising the retailer a plug on KLAC in return. It works in this way: the broker and KLAC take the average one-minute spot announcement and break it in half: 30 seconds is devoted to the product, 30 seconds to the retail outlet (or outlets) that cooperate in the promotion.

"This is a highly satisfactory arrangement for everyone," says Mr. Adams. "The broker ends up with more display space in the market to show his product, the retailer likes having his store plugged over the air and also receiving large KLAC floor displays, and our station ends up with more spot announcements."

Equally important, says Mr. Adams, this system also: (1) Makes retail outlets more aware of radio and its advertising potential. (2) Makes food brokers and distributors more aware of the trade promotion aspects of spot announcements. (3) Helps KLAC pick up additional clients. Now close to 30% of all the station's billing is in retail food and drug accounts.

Although Mr. Adams may not have realized it at the time, what he actually was doing was discovering a method of merchandising a spot announcement.

"Dennison's Foods was engaging in a giant promotion at various markets throughout Southern California," Mr. Adams recalls. "For its two-day promotion at Western Industries' Jim Dandy Market in Redondo Beach, we had our 'Big Five' cut special records which were played at regular intervals through the p.a. system in this store only, calling attention to the Dennison items featured. In addition we supplied the Jim Dandy Market with window streamers and life size 'Big Five' floor display cards to be spotted around special Dennison displays. During the spot announcements contracted for on KLAC during this special promotion period, we devoted at least 20 seconds per spot to telling our audience they could see and buy these specials at the Jim Dandy Market."

Another example of spot merchandising, says Mr. Adams, can be found in the successful Thrifty Drug Store-Palladium promotion. "Thrifty Drug Stores sponsored five weekly dances at the Palladium in Hollywood for which on each occasion we supplied a different member of the 'Big Five' as m.c. Dance contests were staged and more than $4,000 in prizes was awarded. The promotion culminated in a giant street dance given in the parking lot of the largest Thrifty Store with close to 5,000 people in attendance.

"It is common practice for our 'Big Five' to attend brokers' conventions," Mr. Hall says. "In this manner, the salesmen meet the jockeys and become more enthusiastic about the promotion potential. This results in better sales for the brokers' products and our advertisers."

Other merchandising methods include listener contests in which entries are made available only at sponsor outlets. The station recently concluded a $15,000, six-week "Mystery Voice" contest during which time more than 100,000 entries were received. Teen-age dances are given regularly by the "Big Five" as well as street dances..

Hundreds of thousands of window streamers are placed yearly by the station. Mailers are sent to super-market operators and chain store buyers.

Mr. Adams feels that the sponsor benefits from the year-round KLAC self-promotion program, itself a substantial investment. This includes the annual "Big Five" charity show at the Hollywood Bowl, which is claimed to be the only event that completely sells out the Bowl each year, with performers like Bob Hope, Milton Berle, Danny Kaye, Jimmy Durante, Martin and Lewis and others on hand. There also are tens of thousands of "Big Five" fan club members, who are constantly appraised of each promotion.

"We seldom find ourselves without a promotion working for us—and our sponsors," says Mr. Adams. "It's not enough merely to become a solvent station. You've got to keep thinking up new approaches to remain that way."

THE HOLLYWOOD BOWL is the scene of an annual 'Big Five' charity show.

Monkey's Uncle

"Impossible," said a certain skeptic, when told that one station could monopolize a market to the extent that it could consistently attract more viewers than all other stations in its area combined. "I'll be a monkey's uncle if you can show me a survey proving it." Then the Katz man showed him WMT-TV's latest Tele-Pulse. The rest is history.

Radio-Tv in Philadelphia Cover Grain Explosion There

PHILADELPHIA radio and television stations broke into their regularly-scheduled programs to air bulletins on the grain elevator explosion and fire which occurred there about 8 p.m. Wednesday and then sped reporters and camera crews to the scene for beep-phone interviews, recordings and filmed coverage.

WFIL-AM-FM-TV programmed interviews with the city fire chief and mayor on its 11 p.m. newscasts. WRCV-AM-TV featured an on-the-scene report in which the station news director spoke simultaneously, via beep-phone and shortwave radio, with city Electrical Bureau headquarters and a Civil Defense mobile communications unit. WCAU-AM-FM-TV interrupted am and tv coverage of the National Basketball Assn. playoffs for the bulletin. The network stations had film on the air by 11 p.m. WIP reported it was on the scene in minutes with eye witness and telephone reports, with even the station women's director pitching in.

WBBM Seeks Listeners In CBS-less Milwaukee

WBBM Chicago has completed a two-week promotion drive in an effort to lure Milwaukee listeners for its CBS Radio network programs [CLOSED CIRCUIT, March 26].

Ever since CBS severed its affiliaton with WISN there, Milwaukee listeners have not received that network's shows over a local outlet. Armed with authority from CBS, WBBM set out to capture this audience with a series of "announcement" ads in the *Milwaukee Journal* and *Milwaukee Sentinel*.

The CBS outlet thus, in effect, declared Milwaukee an "open city" for its 50 kw clear channel signal and network radio fare. Heretofore Milwaukee was regarded as "out of bounds" for WBBM, much as it is today for WMAQ Chicago, with WTMJ as the Milwaukee NBC affiliate. WBBM is owned by CBS, WMAQ by NBC.

Fritz Snyder Appointed To Post at Hollingbery Co.

C. A. (FRITZ) SNYDER, veteran radio and television executive, has been appointed to the executive staff of the George P. Hollingbery Co., station representative, it was announced last week by F. Edward Spencer Jr., New York head of Hollingbery.

MR. SNYDER

Mr. Snyder, as director of the sales development, research and promotion departments, will headquarter at the Hollingbery office in New York and will work with both the radio and television divisions. For the past year he has been vice president of *Television Magazine*.

WCLS Programs to Negroes

WCLS Columbus, Ga., began programming 100% to Negroes March 12, according to Charlie H. Parish, general manager, who said the change was made because of the heavy demand for that type of programming. The station went on the air January 1955 and is owned by the Muscogee Broadcasting Co.

REPRESENTATIVES of WEWS-TV Cleveland, and the Austin Co., builders, gather at the site of the new WEWS-TV building for groundbreaking ceremonies. L to r: J. Harrison Hartley, station director; Allan S. Austin, vice president of the Austin Co.; James C. Hanrahan, WEWS-TV general manager; Joe Campo, labor foreman for Austin, and Lawrence M. Druckenbrod, Austin project engineer.

KSBW-TV Salinas, Calif., Announces Staff Additions

ADDITIONS to the staff of KSBW-TV Salinas, Calif., were announced last week.

Claud Mann, formerly program director of WIBW-TV Topeka, Kan., has joined the Salinas station in the same post. Bill Bozarth, formerly of KOAT-TV Albuquerque, N. M., has become production supervisor. Dick Weise, from KCKT-TV Great Bend, Kan., has become staff photographer and artist, and George Wilson, formerly of WHEN-TV Syracuse, N. Y., has become staff announcer and weatherman.

Vic Rugh, formerly of KHUB Watsonville, Calif., has taken over as news director and has instituted a half-hour, Monday through Friday, news program.

Pittsburgh Opera Production To Be Telecast by KDKA-TV

TO AID another entertainment medium—opera—KDKA-TV Pittsburgh will give up three hours of commercial time Thursday, (April 5) to televise the Pittsburgh Opera Society's production of "Madame Butterfly."

KDKA-TV General Manager Harold C. Lund said that the station is broadcasting the performance, to be staged at the city's Syria Mosque, because of heavy financial losses the Pittsburgh Opera Society has experienced this year.

"It is our hope that through this telecast we may not only win opera new converts in Pittsburgh but also bring our viewers a new high in worthwhile local entertainment."

WTVT (TV) Plans Expansion

WTVT (TV) Tampa, Fla., last week announced plans to build a new main studio at the site of the station's present studio and office building, 1113 Memorial Highway. The new studio will have a 45 by 75 ft. floor area. The ch. 13 outlet also announced the purchase of a remote control truck.

KIXL-AM-FM Dallas Elects Julius Schepps as President

JULIUS SCHEPPS has been elected president of Variety Broadcasting Co., which operates KIXL-AM-FM Dallas, and Lee Segall has been named chairman of the company's board of directors, it was announced last week.

Mr. Schepps, a Dallas businessman, is vice president of the State Fair of Texas and a member of the board of directors of the Dallas Chamber of Commerce.

Other new officers are Robert S. Strauss, vice president and legal counsel, and Charles F. Payne, the stations' general manager, who was re-elected secretary-treasurer.

WXEL (TV) Move Started

WXEL (TV) Cleveland has started moving into its new studio and office building at 1630 Euclid Ave., with full operations from the new location in April. Space in the building is being occupied as completed. The station also announced a planned call letter change in the near future to WJW-TV.

Aspirin, Please

A SMALL OVERSIGHT can cause a lot of trouble. Ask Dexter Haymond, new owner of KGEE Bakersfield, Calif. (formerly KERO).

In transferring ownership from KERO, the power company was not informed and with no warning the master switch at the transmitter was turned off by a repairman. It took 33 minutes and several frantic phone calls to get the power restored.

After three days of uninterrupted operation, the power failed again. This time, a city construction crew with an automatic ditchdigger cut the studio-to-transmitter lines. More frantic calls got a temporary line installed, but only after KGEE had lost two hours of air time.

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"Five Dead . . .
we'll phone more details right away."

Case History No. 19

It was 4 p.m., and WKZO radio and television reporter Bob Rubom had just returned from his local beat around the bustling city of Kalamazoo.

TV photographer Al Riddick was just rushing out of the studio.

"What's up, Al?"

"There's a house on fire on the north side."

Rubom thought of his busy schedule and all the past false alarms. But . . .

"I think I'll tag along, Al. Might be something."

The fire was under control when they arrived. Riddick began shooting pictures while Rubom asked questions of busy firemen.

"Maybe a gas explosion . . . flash fire . . . old man burned . . . couple of kids ran out . . . parents at work."

Riddick and Rubom thought it was nothing spectacular as fires go.

Then Rubom cornered fire chief Lloyd Curry, who told him:

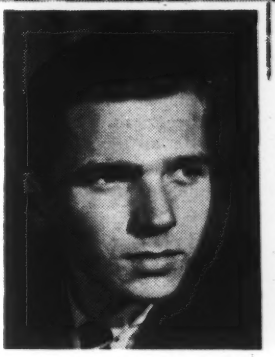
"Don't say anything out loud . . . don't want to excite the crowd but there are five kids huddled on a couch in there."

Rubom got the names and other details. Riddick got interior shots. Rubom made a bee-line for the station wagon and its mobile unit.

"We've got five children dead up here . . . suffocation."

WKZO newsman Wayne Robinson, at the studio, relayed the story to AP in Detroit. Within minutes, details of the deaths of five Kalamazoo children—ages two to six—were being sent over AP wires. One of Riddick's pictures cleared the AP Wirephoto network, which WKZO-TV receives via Photofax.

It was hours before Rubom, Riddick and Robinson got a breather, but by that time AP members everywhere had received complete coverage through the cooperation of the WKZO radio and television news staffs.



Al Riddick
Photographer
WKZO, WKZO-TV
Kalamazoo, Mich.

Wayne Robinson
News Reporter
WKZO, WKZO-TV
Kalamazoo, Mich.

Bob Rubom
News Reporter
WKZO, WKZO-TV
Kalamazoo, Mich.

Rubom, Riddick, Robinson are among the thousands who make The AP better . . . and better known.

WKZO has won the Michigan AP News Exchange Award three years in a row. It now holds permanent possession of the trophy offered by WFDF, Flint, to the Michigan AP Radio Association for the member giving AP the greatest volume of newsworthy coverage.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands . . .
. . . know the most famous name in news is AP

WRCV-TV Increases Rates For Its Prime Evening Spots

A NEW RATE card (No. 1) was issued last week by NBC's newly acquired WRCV-TV Philadelphia, effective yesterday (Sun.). It establishes a new rate class—AAA—for evening station breaks in the period from 7:59 p.m. to 10:30 p.m., Mondays through Saturdays, and 7:30 to 10:30 p.m. on Sundays. Twenty-second station breaks in these periods are priced at $825 net; ten-second breaks, $415 net.

Class AA station break periods now extend from 7:30 to 7:59 p.m., Mondays through Saturdays, and 6:59 to 7:30 p.m. Sundays. The AA one-time rate has been dropped from $650 to $500 in the case of 20-second announcements, from $325 to $250 for 10-second announcements.

The changes also include for the first time a "12-50" saturation plan permitting the advertiser to use every announcement and station break purchase on the station to help earn a 50% discount on station breaks in Classes B, C and D time and announcements in almost all WRCV-TV participation programs. A "12-50 dividend plan" is also provided, permitting greater flexibility and discount benefits in the purchase of daytime station breaks seven days a week.

Program rates in Classes AA, A and B remain unchanged ($3,200, $2,000 and $1,500, respectively, for one hour one time), program rates in Classes C and D have been raised slightly (from $950 to $1,050 for one hour in C time, from $625 to $700 in D).

WMRY Dedicates Building With Special Negro Show

WMRY New Orleans opened its new studio and office building at 2904-6 Tulane Ave. March 25 with a two-hour special program featuring New Orleans Negro talent. The new facilities provide a main studio three times the size of the former operation, plus two complete control rooms.

WMRY employs an integrated staff and devotes all its programming to the Negro population, according to Hort Silverman, manager, who also said the station plans a boost in power from 500 w to 1 kw.

NEW ORLEANS City Council President Victor Schiro cuts the ribbon opening the new WMRY facilities. Taking part in the ceremonies are Hort Silverman (l), manager, and Larry McKinley, who is program director for the station.

Unfair to Cats

THE RASH of "equal time" requests this election year has spread into the feline field for altogether unpolitical reasons. WQXR New York reported that the American Feline Society has asked the station for "equal time" to answer critic-at-large Gilbert Highet's "catty remarks about cats." Mr. Highet, conductor of *People, Places and Things*, decried the "sentimental approach" to what he considers "an ill-tempered animal." The request, a WQXR spokesman said, was being considered.

KTVT (TV), KDYL Praised For Support in River Project

UTAH'S DELEGATION in the United States Senate and House of Representatives has joined spokesmen for the Colorado River Commission in praising KTVT (TV) and KDYL-AM-FM Salt Lake City, Utah, for their efforts toward passage of the $750 million upper Colorado River project in Congress.

Sen. Arthur V. Watkins, Sen. Wallace F. Bennett, Rep. Henry Aldous Dixon and Rep. William A. Dawson, along with George V. Clyde, Colorado River commissioner, termed the stations' efforts "among the major factors responsible for passage of this legislation certain to benefit Utah and all the West."

During 1955, with the complex measures for constructing dams and reclamation works due for a Senate vote, both KTVT and KDYL scheduled special programs. The television station filmed in whole or in part by its own staffs programs explaining the need for the irrigation and hydroelectric projects.

WTMJ-TV Adapts KOMO-TV Speeded Color Film Process

WTMJ-TV Milwaukee yesterday (Sunday) was to use an adaptation of the KOMO-TV Seattle, Wash., speeded color film processing system [B•T, Feb. 27] to air newsfilm of the Easter ceremonies in the Wisconsin city.

Color film of the Easter parade was to be shot in the morning and shown on a color insert during *Newsroom* that evening. Color processing takes about two hours, but it is expected that this can be cut down to 90 minutes with practice.

The system was tried out on a color film broadcast last week with "excellent results," News Director Jack E. Krueger reported.

Mercier, Weaver Promoted

APPOINTMENTS of Art Mercier as production director and Howard (Pat) Weaver as assistant production director at WBBM Chicago were announced Wednesday.

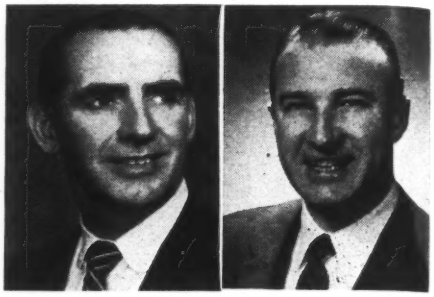
Mr. Mercier succeeds Gene Dailey, who leaves to join Crosley Broadcasting Corp., Cincinnati, as director of news operations. Mr. Weaver has been serving as producer at WBBM.

Like Mr. Dailey, Mr. Mercier is expected to fulfil some program manager duties vacated by the departure of Thomas A. Bland, who joined Crosley Feb. 27 as vice president and general manager of programming [AT DEADLINE, Jan. 30].

WCAU-AM-TV's deRussy, McGredy to Vice Presidencies

APPOINTMENT of John S. deRussy and Robert M. McGredy, directors of sales for radio and tv, respectively, as WCAU Philadelphia vice presidents, was announced last week by Donald W. Thornburgh, president-general manager of WCAU Inc.

Messrs. deRussy and McGredy both joined the WCAU executive sales staffs in May 1950. Prior to that, Mr. deRussy was manager of NBC National Spot Sales. He started his



MR. deRUSSY MR. McGREDY

radio career with KYW Philadelphia, later serving as sales manager for that station and KDKA Pittsburgh.

Mr. McGredy came to WCAU-TV from the Broadcast Advertising Bureau, of which he was assistant director. He entered advertising as a member of the copy staff of Rickard & Co., New York, and also served with Barron G. Collier Inc. (in charge of car card sales in Wilmington, Del., and Harrisburg, Pa.) and the advertising staff of the *Washington* (D. C.) *Post*.

New Studios for WTTM

WTTM Trenton, N. J., began operations from its new studios and office building last Monday, according to Fred E. Walker. The new building features three studios and two control rooms and is equipped throughout by RCA.

WTTM is owned and operated by the Peoples Broadcasting Corp., a wholly-owned subsidiary of Nationwide Insurance, which also owns WGAR Cleveland, WRFD Worthington, Ohio, and WMMN Fairmont, W. Va.

WCPO-FM Multiplexes Muzak

WCPO-FM Cincinnati has signed a contract with Muzak for use of the station's facilities to provide continuous background music to local business establishments, Ed Weston, WCPO-AM-FM assistant general manager, has announced.

Mr. Weston said that recent improvements in the WCPO-FM multiplexing facilities made the round-the-clock background music possible for Cincinnati.

KIMA-TV Holds Adv. Clinic

FORTY advertisers attended a two-session advertising clinic held by KIMA-TV Yakima, Wash., to acquaint its clients with the mechanics of tv and to explore ways of improving the station's production job. Demonstrations were given of spot commercials, special effects and props over a closed-circuit system.

SYBARITE OF SPRING

...or some jokes are older than you think

A traveling salesman, back in the last century, was negotiating the wind-swept high plains of the Texas Panhandle when he was set upon by Indians. His life was spared, but he was relieved of his horse and buggy and all of his goods. He wandered without food and drink for days, coming at last to a farmhouse. He dragged himself to the door just as night was falling and managed a weak knock. To the farmer who answered he explained his plight, asking for food and shelter for the night. The farmer burst out laughing. "You're a traveling salesman and I'm a farmer, but I don't have a beautiful daughter. In fact, I have no daughter at all."

There was a long pause. Finally the salesman managed to say, "Well then, would you mind telling me how far it is to the next farmhouse?"

———

Selling's easier in the Panhandle today, thanks to KGNC.

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

100 HOURS A WEEK OF TV PROGRAMS

THE AVERAGE U. S. commercial television station gave its viewers 99 hours and 28 minutes of video programs during the week beginning Sunday, March 10, and ending Saturday, March 17, according to a survey just completed by B•T, the fifth of a continuing series which was launched in June 1953 and is now repeated each spring and fall.

The March 1956 average of nearly 100 hours of program service a week is a gain of almost five hours over the 94 hours and 48 minutes which was the weekly average last October [B•T, Nov. 21, 1955], and an increase of more than 10 hours over the March 1955 weekly average program time of 88 hours and 42 minutes a week [B•T, April 14].

Of the three categories into which the nation's tv stations were divided for survey purposes, interconnected network affiliates reported the longest broadcast weeks, averaging 102 hours and 41 minutes, or an average daily telecasting schedule of 14 hours and 40 minutes. Independent stations with no network service ranked second, with an average of 85 hours and 10 minutes of air time per week, or 12 hours and 10 minutes a day. The lowest program time average was reported by the non-interconnected network affiliates, which averaged a telecasting week of 57 hours and 15 minutes, or 8 hours and 12 minutes a day.

For the record, it should be noted that the vast majority of U. S. commercial tv stations are network affiliates and the vast majority of these are interconnected. The relatively few non-interconnected affiliates are located in the relatively few parts of the land not yet reached by AT&T's coaxial cable or radio relay intercity circuits. The non-network tv stations—and again they are relatively few in number—are located largely in cities with four or more commercial stations, where there are not enough network affiliations to go around. The 132 tv stations returning usable replies to B•T before tabulation time were distributed in just about the same proportions as the national total of 446 commercial tv stations in operation the first week in March, all of whom were sent questionnaires.

More than half of the typical tv station's time on the air (52.8%) is devoted to network programming, the survey showed, compared to 49.2% last October and 47.9% in March of last year. Network programs took up 55.8% of the interconnected affiliates' total air time, but only 26.2% of that of the non-interconnected affiliates, and of course no part of the operating schedules of non-network stations.

Non-network film programs account for 31.1% of the average station's telecast time, down from the 34.0% reported last October but ahead of the March 1955 average of 30.4%. However, the networks include a healthy proportion of film shows in their overall programming, which is nearly 25% on film (23.2% to be exact—see network table, page 80). If 23.2% of the 52 hours and 28 minutes the average station devotes to network programs, which works out as 12 hours and 10 minutes, is added to the 30 hours and 57 minutes devoted to non-network films, it gives the station a total of 43 hours and 7 minutes of film fare, or 43.3% of its total air time. This, incidentally, is ahead of the October 1955 total in actual air hours, although not percentagewise. At that time the total average film time was 42 hours and 40 minutes, or 45.0%.

Non-network films account for about three-quarters of all program time of non-network stations, about half the time of non-interconnected network affiliates and a little more than a quarter of the time of interconnected affiliates. For all three classes of stations this film fare is divided rather evenly between films made for tv and those made originally for theatre exhibition, with a slight edge in favor of the films made expressly for tv.

Local live programming takes up about one-fourth of the air

THE TV BROADCAST WEEK

FILM—NETWORK—LOCAL

NON-NETWORK FILM PROGRAMS	Total Non-Network Film
	Specially Made for Tv
	Made for Theatrical Showing
NETWORK ORIGINATED PROGRAMS	Total Network Programs
	Off Coaxial Cable or Microwave
	Kine
LOCAL LIVE PROGRAMS	
TOTAL PROGRAMS	Average Total Hours and Minutes on Air Per Week

* Figures for all stations not available for previous years.

Survey Dates	Interconnected Network Affiliates Average: No. Hours Per Week	Interconnected Network Affiliates Average: % of Total Hours On Air	Non-Interconnected Network Affiliates Average: No. Hours Per Week	Non-Interconnected Network Affiliates Average: % of Total Hours On Air	Non-Network Stations Average: No. Hours Per Week	Non-Network Stations Average: % of Total Hours On Air	All Stations Average: No. Hours Per Week	All Stations Average: % of Total Hours On Air
3/56	29:22	28.6%	30:08	52.6%	63:32	74.6%	30:57	31.1%
10/55	30:24	31.0%	41:31	64.2%	51:35	72.0%	32:08	34.0%
3/55	27:11	28.9%	31:50	53.2%	21:27	51.4%	27:02	30.4%
12/53	23:38	29.7%	22:34	48.3%	18:51	52.6%	*	*
6/53	25:37	27.3%	29:01	54.2%	31:00	60.8%	*	*
3/56	14:42	14.3%	17:01	29.7%	32:39	38.3%	15:38	15.7%
10/55	15:18	15.6%	27:31	42.0%	23:05	32.2%	16:24	17.4%
3/55	12:26	13.2%	13:33	22.6%	8:51	21.2%	12:12	13.8%
12/53	9:48	12.3%	8:33	18.3%	7:36	21.2%	*	*
6/53	9:27	10.2%	11:41	21.5%	8:43	17.7%	*	*
3/56	14:40	14.3%	13:07	22.9%	30:53	36.3%	15:19	15.4%
10/55	15:06	15.4%	14:20	22.2%	28:30	39.8%	15:44	16.6%
3/55	14:45	15.7%	18:17	30.6%	12:36	30.2%	14:50	16.6%
12/53	13:50	17.4%	14:01	30.0%	11:15	31.4%	*	*
6/53	16:10	17.1%	17:20	32.7%	22:17	43.1%	*	*
3/56	57:23	55.8%	15:00	26.2%			52:28	52.8%
10/55	51:49	52.8%	10:06	15.6%			46:41	49.2%
3/55	47:45	50.7%	10:48	18.0%			42:26	47.9%
12/53	39:31	49.6%	11:12	24.0%			*	*
6/53	48:11	51.6%	12:37	23.4%			*	*
3/56	52:16	50.9%					47.07	47.4%
10/55	45:26	46.3%					40:24	42.6%
3/55	41:20	43.9%					36:16	41.0%
12/53	31:57	40.1%					*	*
6/53	37:42	40.4%					*	*
3/56	5:03	4.9%	15:00	26.2%			5:21	5.4%
10/55	6:23	6.5%	10:06	15.6%			6:17	6.6%
3/55	6:25	6.8%	10:48	18.0%			6:10	6.9%
12/53	7:34	9.5%	11:12	24.0%			*	*
6/53	10:29	11.2%	12:37	23.4%			*	*
3/56	16:00	15.6%	12:07	21.2%	21:38	25.4%	16:03	16.1%
10/55	15:56	16.2%	13:04	20.2%	20:05	28.0%	15:59	16.8%
3/55	19:16	20.4%	17:14	28.8%	20:16	48.6%	19:14	21.7%
12/53	16:31	20.7%	12:55	27.7%	17:01	47.4%	*	*
6/53	19:46	21.1%	11:53	22.4%	19:57	39.2%	*	*
3/56	102:41		57:15		85:10		99:28	100.0%
10/55	98:09		64:41		71:40		94:48	100.0%
3/55	94:12		59:52		41:43		88:42	100.0%
12/53	79:49		46:41		35:52		*	*
6/53	93:34		53:31		50:57		*	*

time of non-network stations, one-fifth of that of non-interconnected affiliates and less than one-sixth of the schedules of interconnected affiliates. Time devoted to local live programs—studio shows and remotes—is virtually unchanged since last fall for interconnected affiliates (15 hours, 56 minutes then; 16 hours, no minutes now); has dropped an hour (from 13 hours and 4 minutes to 12 hours and 7 minutes) for non-interconnected affiliates, and an hour and a half (from 21 hours, 38 minutes to 20 hours, 5 minutes) for non-network tv stations.

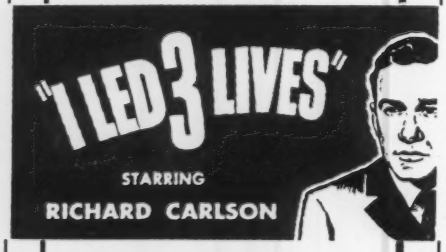
The three operating tv networks have increased their combined number of program hours from 202½ last October to 211 hours and 25 minutes this March, a total that fails by 11 hours to reach that of March of last year, when four tv networks were active. ABC accounts for most of the increase, 6½ hours, which lifts its network service from 35 to 41½ hours per week. CBS in the half-year interval has added 2¼ hours to its programming and NBC's schedule is 10 minutes a week longer now than then.

On the average, the networks divide their program hours into roughly three of live programs to one of film, but this average is not representative of the actual division of time for any individual network. ABC, with its across-the-board *Afternoon Film Festival* and *Mickey Mouse Club* providing a solid block of 15 hours of film programs a week, is now devoting roughly three-fifths of its time to film, two-fifths to live programs, just the reverse of the division last October. CBS runs a little better than 4 hours of live programming to every hour of film and on NBC the ration is 9-to-one in favor of live.

FILM ON THE NETWORKS

	Survey Dates	FILM No. Hours Per Week	FILM % of Total Hours On Air	LIVE No. Hours Per Week	LIVE % of Total Hours On Air	TOTAL No. Hours Per Week
ABC-TV	3/56	25:00	59.8%	16:30	40.2%	41:30
	10/55	14:30	41.4%	20:30	58.6%	35:00
	3/55	9:30	40.4%	14:00	59.6%	23:30
	12/53	14:45	38.6%	23:30	61.4%	38:15
	6/53	13:45	47.8%	15:00	52.2%	28:45
CBS-TV	3/56	15:30	18.5%	70:45	81.5%	86:15
	10/55	17:15	21.0%	66:45	79.0%	84:00
	3/55	11:30	13.7%	72:30	86.3%	84:00
	12/53	5:50	8.2%	65:55	91.8%	71:45
	6/53	8:00	13.3%	52:00	86.7%	60:00
DuMONT	3/56	Not operating as a network.				
	10/55	Not operating as a network.				
	3/55	0:30	2.5%	19:45	97.5%	20:15
	12/53	0	0	27:30	100.0%	27:30
	6/53	0	0	27:30	100.0%	27:30
NBC-TV	3/56	8:30	10.0%	75:10	90.0%	83:40
	10/55	13:30	16.2%	70:00	83.8%	83:30
	3/55	8:00	8.5%	86:45	91.5%	94:45
	12/53	14:03	20.8%	53:23	79.2%	67:26
	6/53	12:20	18.1%	55:40	81.9%	68:00
ALL TV NETWORKS	3/56	49:00	23.2%	162:25	76.8%	211:25
	10/55	45:15	22.3%	157:15	77.7%	202:30
	3/55	29:30	13.3%	193:00	86.7%	222:30
	12/53	34:38	17.0%	170:18	83.0%	204:56
	6/53	34:05	18.5%	158:10	81.5%	184:15

New Series



Available for Alternate Week Sponsorship

Not Available for Automotive Sponsorship

WASHINGTON, D. C. MARKET

For details . . . write, phone or wire

I. T. COHEN

1322 New York Ave., N.W.
Washington 5, D. C.

Phone: STerling 3-3333

KYA Declines to Renew Suspended Disc Jockey

DECISION not to renew the daily *Levitt's Attic* program of suspended disc jockey Al Levitt was announced Thursday by Irving Phillips, acting general manager of KYA San Francisco, with the report that the weekday 10:30 a.m.-1 p.m. period now is filled by the *John Bowles Show*. Freelancer Mr. Levitt was suspended by KYA March 5 for 30 days for violating station policy against personal use of the airwaves in an incident on Feb. 29.

It was alleged that Mr. Levitt used about 25 minutes of his program to repeatedly berate an unnamed local automobile dealer about the circumstances concerning the purchase of his [Levitt's] car, warning his listeners not to get similarly involved. The dealer at the time was not a KYA advertiser although he used occasional saturation campaigns.

Mr. Phillips said the suspension was not because of a specific incident, but rather in view of the potential legal liability imposed on the station and its employes should the circumstances be repeated. Mr. Phillips said KYA is recognized as a personality station and explained its disc jockeys have full freedom to ad lib within reasonable bounds.

Snow Delays Tv Equipment; N. D. League Postpones Vote

BECAUSE a snowstorm delayed television equipment being shipped from Minneapolis-St. Paul, the North Dakota Nonpartisan League endorsing convention at Bismarck, N. D., was postponed one day, from March 28 to March 29.

Delegates to the convention agreed not to vote on a proposed switch of NPL candidates from the Republican to the Democratic column this year until a telecast could be made by KFYR-TV Bismarck. The telecast was dependent upon the arrival of the new equipment.

The vote March 29 ended the league's alliance of 40 years with the GOP. It will file endorsements for state offices and congress on the Democratic side.

WYZE Atlanta Goes on Air With $25,000 Promotion

WYZE Atlanta, Ga., went on the air March 16 with 5 kw on 1480 kc as an independent daytimer. As an opening promotion campaign, the station is giving away $25,000 in merchandise, including four 1956 automobiles, according to Dick Granville, executive vice president-general manager.

Owned by the Greater South Broadcasting Co., other officers include Paul H. Whitcraft, president; George F. Este, secretary-treasurer; Sam W. Kane, assistant manager, and Herb Harris, news director-production manager.

1955 Time Inc. Profits Hit $9.2 Million, Top '54

TIME INC., with major interests in three am and three tv stations as well as *Time, Life, Fortune,* and other publishing ventures, last week reported a net profit of $9.2 million in 1955, as against $8.1 million in 1954. Total revenues rose 12% to a new high of $200 million.

The report gave no breakdown of the finances of the broadcasting properties, which consist of KLZ-AM-TV Denver (wholly-owned by Time), KDYL-AM-FM, KTVT (TV) Salt Lake City (owned 80% by Time, 20% by G. Bennett Larson, president and general manager), and KOB-AM-TV Albuquerque, N. M., (owned 50% by Time, 50% by A. Wayne Coy, president and general manager).

The balance sheet did, however, attribute $3.8 million "goodwill and network affiliations" as intangible assets, with a note explaining "the purchase prices of radio and television properties in Salt Lake City and Denver have been allocated to net tangible assets, principally on the basis of appraised values, and to intangible assets."

Another note pointed out that contingent liabilities included guarantee of a bank loan for $525,000 of Albuquerque Broadcasting Co., licensee of KOB-AM-TV.

The balance sheet also listed $50,176 as "minority interest" in KDYL and KTVT (TV) under liabilities, reserves and capital. A spokesman explained that this represents "the 20% interest that Time does not own" in the Salt Lake City stations.

All of the Time broadcasting properties made "notable progress" in 1955, the report said in a section dealing briefly with their programming activities, particularly in the news field. The report also noted that the radio-tv stations, along with magazine circulation operations and the sale of *Life's* book, "The World We Live In," accounted for approximately half of the 1955 increase in revenues, with the rest coming from gains in advertising revenues.

KING-AM-FM-TV Seattle, Wash., has scheduled a series of spot announcements on a New York City station to tell its success stories to that east coast area. The spots, beginning today (Mon.), will be heard on WNEW New York's *Klavan and Finch Show*. Dick Buckley, (l) WNEW president and Otto Brandt, vice president-general manager of King Broadcasting Co., discuss details of the commercials as they sign the contract.

Anchorage Stations Remove Ads, Logs From Newspaper

THREE radio and two television stations in Anchorage, Alaska, have removed their advertising and programs logs from a local newspaper, the *Anchorage Times*, "in retaliation for a sharply critical advertising brochure circulated by the paper." The stations are KFQD, KBYR, KTVA (TV), and KENI-AM-TV.

According to a spokesman for the group, from KFQD, the *Times* issued a 16-page booklet, "Facts About Newspaper Coverage," using figures taken from "their own so-called 'survey' which purported to show that television reaches only 14% of the Anchorage residents at its peak while at its peak radio reaches only 18%. The *Times* claimed to reach at least 75% of the population."

General managers of the five stations have made an agreement with another paper, *Anchorage Daily News*, whereby it will devote a page daily to radio and tv for promotional ads, stories and logs.

Ridder Buys Pasadena Papers

PURCHASE of both daily newspapers in Pasadena, Calif., by Ridder Publications, chain newspaper firm and operator of several radio-tv stations, was announced last week. The Ridder firm bought the morning *Independent* from E. D. Bates and Fred Runyon and the evening *Star-News* from W. F. Frisk. Considerations in the Pasaenda purchases were not disclosed. Ridder broadcasting interests include 26.5% of WCCO-AM-TV Minneapolis; WDSM Superior, Wis.; KSDN Aberdeen, S. D., and KILO Grand Forks, N. D.

Michigan's Biggest Sport Feature!

BASEBALL PLAY-BY-PLAY

All DETROIT TIGER GAMES

NIGHT and DAY at HOME and AWAY

Cash in on this popularity from early Spring to late Fall!

Save up to 15%

By buying 2 or more of these Powerful Stations

BUY ALL 4 STATIONS . . . **SAVE 15%**
BUY ANY 3 STATIONS . . . **SAVE 10%**
BUY ANY 2 STATIONS . . . **SAVE 5%**

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich.
WSAM Saginaw, Mich.

Jackson Broadcasting & Television Corp.

Represented by HEADLEY-REED

You Can Make A Mint In Flint On

WKMF

FLINT, MICHIGAN

Fred A. Knorr, President
Eldon Garner, Managing Director

KNORR Broadcasting Corporation

WPFH (TV) 'Remote' Studio To Broadcast Phillies' Games

RCA and WPFH (TV) have announced that a complete tv studio equipment package is to be installed by the Wilmington, Del., station at a "remote" broadcast studio. The studio will be set up in two rooms on the top floor of Suburban Station Bldg., Philadelphia, this month, in time for a telecast of the first of 26 Philadelphia Phillies' night road games, originating from six other National League cities. WPFH plans to televise all 26.

Programs and commercials originating in the studio and baseball telecasts received from other cities will be microwaved directly to WPFH's transmitter near Wilmington. At first, the remote studio will handle only this function, but by June, the station expects to originate regular programming there. The total package, according to A. R. Hopkins, manager of RCA Broadcast & Tv Equipment Dept., involves more than $180,000 and includes studio cameras, broadcast microwave system, audio system, special effects equipment, film camera system, film projectors and control, power and accessory equipment. Paul F. Harron, president, WPFH Broadcasting Co., said the new studio will provide improved service and greater convenience to sponsors in greater Philadelphia and for programming expansion.

A. R. HOPKINS (l), manager of RCA Broadcast and Tv Equipment Dept., and Paul F. Harron, president of WPFH Broadcasting Co., examine the lens of a black-and-white live studio camera to go in the new WPFH (TV) "remote" studio.

David Bennett Joins Triangle; Changes in Staffs Announced

DAVID J. BENNETT, formerly general manager of WTPA (TV) Harrisburg, Pa., has joined the Triangle Radio & Television Div. of Triangle Publications Inc. in the newly-created post of director of regional sales development, it was announced last week by Roger W. Clipp, the division's general manager.

MR. BENNETT

Other appointments announced at a Philadelphia organization conference of Triangle station executives include that of Clark Pollock, production director of WNBF-AM-TV Binghamton, N. Y., as program director for the stations, and Edward M. Scala, who held the program director post in Binghamton, as program director of WFBG-AM-TV Altoona, Pa. Mrs. Shirley Ricciardelli was named assistant program director at WNBF-AM-TV, and H. George Carroll has been appointed to the same post at WFBG-AM-TV.

Starr Named Manager Of WJAN Spartanburg

RAY STARR, formerly program director, became manager of WJAN Spartanburg, S. C., yesterday (Sunday), replacing the station's owner, W. Ennis Bray, who will continue as president of the parent Spartanburg Broadcasting Co. Mr. Starr announced the appointment of Frank Hayden as sports director, effective today.

The new manager has held various radio positions and joined WJAN last June. Mr. Hayden joins the stations from free-lance sports work in Iowa and Nebraska.

Hardy New WHHH Manager

ROBERT E. HARDY has been appointed station director of WHHH Warren, Ohio, it was announced last week by Helen Hart Hurlbert, president and general manager of the Tribune Co., which operates the station.

Other new appointments include Robert K. Crane, as commerical director; John Peterson, program sports director, and Cletus H. Jones, news director. These appointments follow the resignation of Carl J. Raymond, general manager-program director-commercial manager, and Stanley Willis, news director.

WTXL Blasts City Papers For Dropping Station Logs

WTXL West Springfield, Mass., aired an editorial criticizing the *Springfield Union*, the *Springfield Daily* and the *Sunday Republican*, all controlled by the same principals and 50% owner of WHYN-AM-FM-TV Springfield, for deleting the program listings of WTXL and three other local stations.

The papers, WTXL charged, are carrying only the logs of their own stations, one other Springfield station, and two out-of-town outlets. Elsewhere than in the on-air editorial of March 16, the station has quoted the papers as saying. "The management had decided that these disc-jockey stations could be eliminated."

WTXL also declared ". . . we have dared to differ with them on several matters. We have pointed out that some of the most run-down, shabby, disgraceful real estate on Springfield's main street is owned by the newspaper empire." The station also said public officials are afraid to speak against the newspapers because of their power in the community.

Robinson Leaves Crosley To Join Land-Mark Corp.

WILLIAM P. ROBINSON, Crosley Broadcasting vice president who for the past year has headed a specialized sales plan unit with the corporation in Cincinnati, Ohio, has resigned to become vice president in charge of sales for the Land-Mark Corp. of Washington, D. C., it was announced last week by Crosley President Robert E. Dunville.

MR. ROBINSON

Tom Diskin, director of national publicity for Crosley, also has resigned to become assistant director of publicity for the State of Kentucky, Mr. Dunville said.

Mr. Robinson, with Crosley for more than 18 years, has served in numerous capacities for the WLW offices in Cincinnati, New York and Chicago and has directed operations at WLWA (TV) Atlanta.

Mr. Diskin joined the corporation in February of 1953 and has handled the national publicity for WLWT (TV) and WLW, both Cincinnati; WLWA (TV) Atlanta, and WLWD (TV) Dayton and WLWC (TV) Columbus, Ohio.

United Press news produces!

'Operation Ballot' Planned By Four Milwaukee Stations

THREE radio stations and one tv outlet will pool their facilities and personnel to stage "Operation Ballot," a coverage of the forthcoming city and county elections in Milwaukee. Participating in the combined operation the night of April 3 will be WXIX (TV), WEMP, WOKY and WRIT.

To staff radio-tv election bureau, the stations are hiring almost 300 persons to obtain, tabulate and post returns. The entire operation will be carried out, on camera, at the WXIX studios with newsmen from all four stations sharing reportorial and interview assignments.

The idea for "Operation Ballot" was initiated by WRIT News Director Dick Richmond.

(Stations continues on page 91)

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

APRIL 1956

Total U. S. Stations on Air: 463
(Commercial: 444; Educational: 19)
Total Cities With Tv Stations: 296
Total Tv Homes: 32,000,000
(U. S. Census Bureau, June 1955)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
WAIQ (*2) 3/9/55-Unknown
BIRMINGHAM—
► WABT (13) NBC, ABC; Blair; 366,400; N; $800
► WBIQ (*10)
► WBRC-TV (6) CBS; Katz; 366,400; N; $800
WJLN-TV (48) 12/10/52-Unknown
DECATUR†—
► WMSL-TV (23) CBS, NBC; McGillvra; 31,200; $150
DOTHAN—
► WTVY (9) CBS, ABC; Young; 36,200; $150
MOBILE—
► WALA-TV (10) NBC, ABC; Headley-Reed; 192,000; N; $450
► WKRG-TV (5) CBS; Avery-Knodel; 187,000; N; $400
MONTGOMERY—
► WCOV-TV (20) CBS, ABC; Raymer; 76,550; N; $200
► WSFA-TV (12) NBC; Katz; 120,000; N; $350
MUNFORD†—
► WTIQ (*7)
SELMA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

MESA (PHOENIX)—
► KVAR (12) NBC; Raymer; 141,480; N; $450
PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; 175,000; N; $500
► KPHO-TV (5) Katz; 141,480; N; $450
► KTVK (3) ABC; Weed; 165,000; N, LF, LS; $400
TUCSON—
► KOPO-TV (13) CBS; Hollingbery; 53,200; $300
► KVOA-TV (4) ABC, NBC; Branham; 53,100; $300
KDWI-TV (9) 4/19/55-Unknown
YUMA†—
► KIVA (11) CBS, NBC; Raymer; 27,103; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
► KRBB (10) NBC; Pearson; 40,000; $200
FORT SMITH—
► KFSA-TV (22) NBC, ABC, CBS; Pearson; 36,604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown
HOT SPRINGS—
KSPS (9) 2/16/56—Unknown
JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown
LITTLE ROCK—
► KARK-TV (4) NBC; Petry; 152,349; N; $400
► KATV (7) (See Pine Bluff)
► KTHV (11) CBS, ABC; Branham; 158,669; N; $400
PINE BLUFF—
► KATV (7) CBS, ABC; Avery-Knodel; 118,694; N; $450
TEXARKANA—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) ABC; Weed; 97,000; $275
► KERO-TV (10) NBC, CBS; Hollingbery; 196,000; N; $500
BERKELEY (SAN FRANCISCO)—
► KQED (*9)
CHICO—
► KHSL-TV (12) CBS, ABC, NBC; Avery-Knodel; 66,232; $250
CORONA†—
KCOA (52), 9/16/53-Unknown
EUREKA—
► KIEM-TV (3) CBS, ABC, NBC; Hoag-Blair; 30,000; $200
FRESNO—
► KJEO (47) CBS, ABC; Branham; 173,000; N, LL; $500
► KMJ-TV (24) NBC; Raymer; 170,000; N, LF, LS; $550
KFRE-TV (12) CBS; Blair; 1/12/56-June
KBID-TV (53) See footnote
LOS ANGELES—
► KABC-TV (7) ABC; Petry; 2,392,383; $1,750
► KCOP (13) Weed; 2,392,383; $1,250
► KHJ-TV (9) H-R; 2,392,383; N; $1,200
► KNXT (2) CBS; CBS Spot Sls.; 2,392,383; N, LS, LF, LL; $2,700
► KRCA (4) NBC, NBC Spot Sls.; 2,392,383; N, LS, LF, LL; $3,600
► KTLA (5) Raymer; 2,392,383; N, LS, LF, LL; $1,500
► KTTV (11) Blair; 2,392,383; $1,750
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
REDDING—
Shasta Telecasters (7) 3/28/56-Unknown
SACRAMENTO—
► KBET-TV (10) CBS; H-R; 397,600; N, LF, LS; $600
► KCCC-TV (40) ABC; Weed; 165,000; $400
► KCRA-TV (3) NBC; Petry; 356,840; N, LF, LS; $650
Capitol Radio Enterprises (46) 3/2/56-Unknown
SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; 110,879; $350
SAN DIEGO—
► KFMB-TV (8) CBS, ABC; Petry; 407,092; N; $900
► KFSD-TV (10) NBC, ABC; Katz; 407,092; N; $800
SAN FRANCISCO—
► KGO-TV (7) ABC; Petry; 1,263,097; $1,350
► KPIX-TV (5) CBS; Katz; 1,263,097; N, LS; $1,500
► KRON-TV (4) NBC; Peters, Griffin, Woodward; 1,263,097; N, LS, LF, LL; $1,500
► KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)
SAN JOSE†—
► KNTV (11) Bolling; 548,159; $350
SAN LUIS OBISPO—
► KVEC-TV (6) ABC, CBS; Grant; 100,964; $200
SANTA BARBARA—
► KEYT (3) ABC, CBS, NBC; Hollingbery; 227,918; $450
STOCKTON†—
► KOVR (13) Blair; 1,165,825; $700
► KTVU (36)
TULARE (FRESNO)—
► KVVG (27) 150,000; $325
VISALIA†—
KAKI (43) 10/6/54-Unknown

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Bolling; 61,701; $200
► KRDO-TV (13) NBC; Pearson; 44,000; $125
DENVER—
► KBTV (9) ABC; Peters, Griffin, Woodward; 356,380; $650
► KLZ-TV (7) CBS; Katz; 356,380; N; $650
► KOA-TV (4) NBC; NBC Spot Sls.; 356,380; N; $650
► KTVR (2) Hoag-Blair; 356,380; N; $400
► KRMA-TV (*6)
GRAND JUNCTION†—
► KFXJ-TV (5) NBC, CBS, ABC; Holman; 16,873; $120
MONTROSE—
KREX (10) 2/23/56-Unknown
PUEBLO—
► KCSJ-TV (5) NBC; Pearson; 53,450; $150

CONNECTICUT

BRIDGEPORT—
► WICC-TV (43) ABC; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
► WGTH-TV (18) CBS; H-R; 351,000; $500
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55
NEW BRITAIN—
► WKNB-TV (30) NBC; Bolling; 375,000; N; $500
NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
► WATR-TV (53) ABC; Stuart; 215,400; $200

DELAWARE

WILMINGTON—
► WPFH (12) NBC; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; Katz; 800,000; $750
► WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; 704,300; N, LS; $1,500
► WTTG (5) Raymer; 700,000; $600
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
WESH-TV (2) McGillvra; 7/8/54-5/15/56
FORT LAUDERDALE—
► WITV (17) ABC; Forjoe; 298,980 (also Miami); $500
FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; 23,500; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
► WJHP-TV (36) ABC, NBC; Perry; 98,896; N; $200
► WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 358,939; N; $700
WOBS-TV (30) Stars National; 8/12/53-Unknown
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
MIAMI—
► WGBS-TV (23) NBC; Katz; 302,000; N; $500
► WTHS-TV (*2)
► WTVJ (4) CBS, ABC; Peters, Griffin, Woodward; 365,000; N, LL, LF, LS; $1,000
► WTTV (17) See Fort Lauderdale
WCKT (7) 1/19/56-June 1956
WMFL (33) 12/9/53-Unknown
MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
► WDBO-TV (6) CBS, ABC, NBC; Hoag-Blair; 160,000; N; $250
WEAL-TV (18) 9/21/55-Unknown
WORZ Inc. (9) Initial Decision 8/10/55
PANAMA CITY—
► WJDM (7) ABC, CBS, NBC; Hollingbery; 30,100; $150
PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; 145,500; N; $300
WPFA-TV (15) See Footnote
ST. PETERSBURG†—
► WSUN-TV (38) ABC; Venard; 205,520; $400
TAMPA—
► WFLA-TV (8) NBC; Blair; 319,542; N, LF, LS; $500
► WTVT (13) CBS; Avery-Knodel; 301,900; N, LF, LS; $600
WEST PALM BEACH—
► WEAT-TV (12) ABC; H-R; 301,875; $200
► WJNO-TV (5) NBC, CBS; Venard; 301,875; $250
WIRK-TV (21) See footnote

SAVE this monthly TELESTATUS section which is perforated for your convenience. Additional copies are available. Write Readers Service Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N. W., Washington 6, D. C.

1.

Vowed Maida McSpinster, "Tonight my boy Chauncey,
So help me, is going to become my fiancé!"

2.

But, sad to relate, in selecting her lure,
The lass's technique proved extremely unsure.

3.

And what good's a louse who just wants to play house
When a gal's got her heart really set on a spouse?

4.

MORAL: Woo your *Dayton* market the right way through *Dayton's* first and favorite station—WHIO-TV

To make the right scents in Dayton

THE SHOW MUST GO ON whio-tv

Does WHIO-TV command the Dayton-Miami Valley area? Just check the facts!

You get a family figure of 593,856 in thirty-seven counties (eleven of 'em in Indiana). You get a set count of 511,310 —and that's a set saturation of 86.1%! And you get surveys that show that WHIO-TV's Channel 7 is the one they're tuned to almost all the time.* So—get aboard while the getting's good. Get the rest of the facts on this $2,161,341,000 retail sales area from scentsible old George P. Hollingbery.

**Pulse for February—15 out of 15 top shows*
**A. R. B. for February—10 out of top 10*

CHANNEL 7 DAYTON, OHIO

whio-tv CBS

One of America's great area stations

B·T TELESTATUS

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC; Venard; 45,000; $200

ATLANTA—
► WAGA-TV (5) CBS; Katz; 578,000; N, LF, LS; $1,000
► WLWA (11) ABC; WLW Sls.; 565,000; $800
► WSB-TV (2) NBC; Petry; 580,600; N, LS, LF; $1,000
WATL-TV (36) See footnote
Atlanta Board of Education (*30) 3/21/56-Unknown

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 184,201; N; $300
► WRDW-TV (12) CBS; Branham; 164,000; $250

COLUMBUS—
► WDAK-TV (28) NBC, ABC; Headley-Reed; 136,959; N; $220
► WRBL-TV (4) CBS, ABC; Hollingbery; 187,327; N; $300

MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 117,778; N; $300
WOKA (47) See footnote

ROME†—
► WROM-TV (9) McGillvra; 174,330; $150

SAVANNAH—
► WSAV-TV (3) NBC, ABC; Hoag-Blair; 150,501; N; $275
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 150,699; $250

THOMASVILLE†—
► WCTV (6) CBS, NBC, ABC; Meeker; 80,000; $200

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Peters, Griffin, Woodward; 61,675; $200
► KIDO-TV (7) ABC, NBC; Hoag-Blair; 53,200; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 50,694; $175

LEWISTON†—
► KLEW-TV (3) Weed; (satellite of KIMA-TV Yakima, Wash.)

TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; 16,000; $150
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242; $200

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 336,235; N; $700

CHICAGO—
► WBBM-TV (2) CBS, CBS Spot Sls.; 2,323,200; N; $3,300
► WBKB (7) ABC; Blair; 2,323,200; $2,200
► WGN-TV (9) Hollingbery; 2,300,000; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; 2,287,000; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53 Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150

DECATUR—
► WTVP (17) ABC, NBC; Bolling; 185,000; $300

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $400
► WTVH (19) CBS, ABC; Petry; 164,045; N; $350
WIRL Tv Co. (8) Initial Decision 11/5/54

QUINCY† (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Young; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 272,695; N; $400
► WTVO (39) NBC; Headley-Reed; 116,600; $250

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 273,450; N; $700

SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 3/16/56-Unknown

BLOOMINGTON—
► WTTV (4) ABC, NBC; Meeker; 695,661; (also Indianapolis); N; $800

ELKHART—
► WSJV (52) ABC; H-R; 222,450; $300

EVANSVILLE—
► WFIE (62) ABC, NBC; Venard; 126,088; $350
► WEHT (50) See Henderson, Ky.
WTVW (7) 12/21/55-Unknown

FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 144,230; N; $400
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 660,000; N, LL, LF, LS; $960
► WISH-TV (8) CBS; Bolling; 660,000; N; $1,200
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE—
► WFAM-TV (59) CBS; Rambeau; 115,450; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC; Holman, Walker; 107,250; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

SOUTH BEND—
► WNDU-TV (46) NBC; Meeker; 176,700; N, LL, LS; $500
► WSBT-TV (34) CBS; Raymer; 206,363; N; $400

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 191,760; N; $400

WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 324,750; N; $500

CEDAR RAPIDS—
► KCRG-TV (9) ABC; Hoag-Blair; 288,660; $325
► WMT-TV (2) CBS; Katz; 323,605; N; $500

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; 307,070; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $650
► WHO-TV (13) NBC; Peters, Griffin, Woodward; 284,500; N, LL, LS; $700
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150

MASON CITY—
► KGLO-TV (3) CBS; Weed; 135,932; $200

OTTUMWA—
► KTVO (3) CBS, NBC; Bolling; 168,392; N; $300

SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 187,743; N; $300
► KVTV (9) CBS, ABC; Katz; 176,165; N; $350

WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; 324,866; $400

KANSAS

ENSIGN—
Southwest Kansas Tv Co. (6) 1/25/56-Unknown

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
► KCKT (2) NBC; Bolling; 144,350; $250

HUTCHINSON (WICHITA)—
► KTVH (12) CBS; H-R; 234,125; N; $500
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 151,143; $250

TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper; 508,249; N; $550

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 260,000; N; $425
► KARD-TV (3) NBC; Petry; 265,430; N, LF, LS; $550
► KEDD (16) NBC; Young; 170,935; $425
► KTVH (12) See Hutchinson

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 98,153; N; $250

LEXINGTON†—
► WLEX-TV (18) NBC, ABC; Bolling; $150
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,966; N; $925
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $1,000
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown

OWENSBORO—
Aircast Inc. (14) 3/14/56-Unknown

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA†—
► KALB-TV (5) NBC, ABC, CBS; Weed; 107,600; $250

New Tv Stations

THE following tv stations started regular programming within the past month:
WAST Hagaman, N. Y., (ch. 29) and CKNX-TV Wingham, Ont. (ch. 8).

BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Young; 104,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 171,690; N; $250

LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 71,175; $200

LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; 98,466; $250
► KTAG (25) CBS; Young; 62,167; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 286,300; N; $400
KLSE (*13) 12/14/55-Unknown

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC; Blair; 384,636; N, LF, LL; $850
► WJMR-TV (20) ABC, CBS; Bolling; 139,000; $250
WCKG (26) Gill-Perna; 4/2/53-Unknown
Times-Picayune Pub. Co. (4) Initial Decision 7/7/55
Greater New Orleans Educational Tv Inc. (*6) 2/17/56-Unknown

SHREVEPORT—
► KSLA-TV (12) ABC, CBS; Raymer; N; 166,000; $400
► KTBS-TV (3) NBC, ABC; Petry; 199,710

MAINE

BANGOR—
► WABI-TV (5) ABC, NBC; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) ABC, CBS; Harrington, Righter & Parsons; 272,923; $300

PORTLAND—
► WCSH-TV (6) NBC; Weed; 190,200; N; $400
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $350

MARYLAND

BALTIMORE—
► WAAM (13) ABC; Harrington, Righter & Parsons; 669,325; $1,100
► WBAL-TV (11) NBC; Petry; 664,388; N, LS, LF, LL; $1,250
► WMAR-TV (2) CBS; Katz; 627,380; N, LF, LS; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS; Headley-Reed; 54,310; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Peters, Griffin, Woodward; 1,392,021; N, LS, LF; $2,250
► WGBH-TV (*2) N, LL, LF, LS
► WMUR-TV (9) (See Manchester, N. H.)
► WNAC-TV (7) CBS, ABC; H-R; 1,392,021; N; $2,000
WHMB (38) 10/12/55-Unknown
WJDW (44) 8/12/53-Unknown
Greater Boston Tv Corp. (5) Initial Decision 1/4/56

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
WTAO-TV (56) See Footnote

PITTSFIELD†—
WMGT (19) ABC; Walker; $250 (temporarily off air because of wind damage)

SPRINGFIELD—
► WHYN-TV (40) CBS; Branham; 200,000; $400
► WWLP (22) NBC, ABC; Hollingbery; 200,000; N, LS; $500

WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; 31,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, ABC; Headley-Reed; 312,555; N; $500

CADILLAC—
► WWTV (13) CBS, ABC; Weed; 333,577; $300

DETROIT—
► WJBK-TV (2) CBS; Katz; 1,590,400; N; $2,200
► WTVS (*56)
► WWJ-TV (4) NBC; Peters, Griffin, Woodward; 1,610,000; N, LF, LS; $2,000
► WXYZ-TV (7) ABC; Blair; 1,568,000; N; $1,800
► CKLW-TV (9) CBC; Young; 1,568,000; $1,100. (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown

EAST LANSING†—
► WKAR-TV (*60)

FLINT†—
WJRT (12) CBS; Harrington, Righter & Parsons; 5/12/54-Fall

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 586,604; N; $1,175
WMCN (23) 9/2/54-Unknown

IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; 599,570; N; $1,000

LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Petry; 441,300; N; $800
► WTOM-TV (54) ABC; McGillvra; 60,850; $200

TV

COMPARATIVE NETWORK SHOWSHEET

	SUNDAY			MONDAY			TUESDAY			WEDNESDAY		
AFTERNOON	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Noon		*Let's Take A Trip*			Scott Paper Valiant Lady Amer. Home Products Love of Life	*Tennessee Ernie Ford* L		Wsn Oil Valiant Lady Amer. Home Products Love of Life	*Tennessee Ernie Ford* L		Gen. Mills Valiant Lady Amer. Home Products Love of Life	*Tennessee Ernie Ford* L
12:15												
12:30		Kellogg Wild Bill Hickok F			P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45					P&G Guiding Light L			P&G Guiding Light L			P&G Guiding Light L	
1:00			*American Forum* L		*Jack Paar Show* F			*Jack Paar Show* F			*Jack Paar Show* F	
1:15												
1:30			*Frontiers of Faith* L		P&G As The Earth Turns			P&G As The Earth Turns			P&G As The Earth Turns	
1:45												
2:00			*Princeton '56* L		Robert Q. Lewis (See Footnote)			Robert Q. Lewis (See Footnote)			Robert Q. Lewis (See Footnote)	
2:15												
2:30		*Adventure*	*Outlook* L & F		Art Linkletter's House Party (See Footnote)			Art Linkletter's House Party (See Footnote)			Art Linkletter's House Party (See Footnote)	
2:45												
3:00		*Face the Nation*	*Dr. Spock* L		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15												
3:30		The CBS Sunday News	*Zoo Parade* L	Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)		Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)		Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
3:45				(see footnote)	P&G The Brighter Day	Borden Co. Date With Life L	(see footnote)	P&G The Brighter Day	Borden Co. Date With Life L	(see footnote)	P&G The Brighter Day	
4:00	*Dean Pike* L		(4/8) NBC Opera Theatre		Am. Home Pr. Secret Storm	*Modern Romances* L		Am. Home Pr. Secret Storm	*Modern Romances* L		Am. Home Pr. Secret Storm	
4:15		Front Row Center										
4:30	*College Press Conference* L		(4/22) Hallmark Hall of Fame		P&G The World Within	*Queen For A Day* L		P&G The World Within	*Queen For A Day* L		P&G The Word Within	
4:45												
5:00	Hartz Mountain Products Super Circus L		4/15 Wide, Wide World	Mickey Mouse Club (see footnote) F		*Pinky Lee Show* L	Mickey Mouse Club (see footnote) F		*Pinky Lee Show* L	Mickey Mouse Club (see footnote) F		
5:15												
5:30			Heinz Capt. Gallant F			Howdy Doody (See Footnote)			Howdy Doody (See Footnote)			
5:45												
EVENING												
6:00		Bell Telephone System Telephone Time	Johns Manville Pan Amer. Meet the Press L									
6:15												
6:30		Prudential You Are There L	Gen. Foods Roy Rogers F		Whitehall News L			Pall Mall News L			Whitehall News L	
6:45												
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup (Alt. wks.) Kellogg Lassie F	Chrysler It's A Great Life F	Co-op Kukla, Fran&Ollie L	Whitehall News L		*Kukla, Fran & Ollie*	Pall Mall News L		*Kukla, Fran & Ollie*	Whitehall News L	
7:15				Daly-News			Miles Labs Daly-News			Miles Labs Daly-News		
7:30	Pearson Pharmacal Dow Chemical Evinrude Motors Glamorene J. H. Breck Colgate Mobile Hms. Famous Film Festival (Participating) F	Am. Tobacco Prvt Sectry. (Alt. wks.) Jack Benny	Reynolds Metals Frontier F	*Twilight Theatre*	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	G. MacRae Lever Bros. L	L&M Gen. Elec. Monsanto Warner Bros. Presents F	Whitehall (Alt. wks.) Lanolin Plus Name That Tune	Chevrolet Dinah Shore Show L	American Motors American Dairy Derby Foods Disneyland F	*Brave Eagle*	
7:45						Camel Caravan L		R.J. Reynolds (Alt. wks.) Amana Phil Silvers F	Camel News Caravan L			
8:00		Mercury Div. of The Ford Motor Co. The Ed Sullivan Show L	AVCO Jergens Brown & Williamson NBC Comedy Hour L 7:30-9 p.m. (1 wk. of 4) Sunday Spectaculars	Studebaker Packard TV Readers Digest F	Carnation (Alt. wks.) B. F. G'rich Burns & Allen F	Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4) Rem. Rand Amer. Chicle Helene Crts. Caesar's Hr. L		Maytag Co. (Alt. wks.) Sheaffer Navy Log F	Sunbeam RCA Whirlpool M. Raye Show M. Berle Show Chevrolet Chevy Show L		Toni Co. (8-8:30) (Alt. wks.) CBS Cmba. Godfrey and His Friends Kellogg (8:30-9) (Alt. wks.) Pillsbury	
8:15												
8:30				Firestone Voice of Firestone L	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts					Gen. Foods Amer. Tob. M-G-M Parade F		
8:45												
9:00		Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L		P&G (Alt. wks.) Gen. Foods I Love Lucy	GE & G&P Medic F	American Tobacco alt. Dodge Danny Thomas F	Pharmaceu. Lombardo's Diamond Jubilee	P&G J. Wyman's Fireside Theatre F	Pharmaceuticals Inc. Knomark Masq. Party L	Colgate The Millionaire F	
9:15	Pharmaceuticals Ted Mack Amateur Hour L											
9:30		Bristol-Myers Hitchcock Presents F			General Foods December Bride	Johnson Wax alt. with Schick	duPont Cavalcade Theatre F	S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	Armstrong Cork Armstrong Circle Th'tre Pontiac Playwrights 56 L	Dodge Break the Bank L	R. J. Reynolds I've Got A Secret L	
9:45												
10:00	*Outside U.S.A.* L	P. Lorillard (Alt. wks.) Revlon The $64,000 Challenge	Kleenex P&G Loretta Young F	Film Fair Participating F&L	Westinghouse Studio One L	Robert Montgomery Presents L	*Tomorrow's Careers* L	Revlon The $64,000 Question L		Pabst Brewing Co. Mennen Co. Wednesday Night Fights L	General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	
10:15												
10:30		Jules Montenier (Alt. wks.) Remington What's My Line L	American Tobacco Justice L					G.M. Frigidaire Do You Trust Your Wife?	Lever Bros. A.C. Spark Plug Big Town F			
10:45												

THURSDAY

ABC	CBS	NBC
	Toni Valiant Lady Amer. Home Products Love of Life P&G Search for Tomorrow P&G Guiding Light L	*Tennessee Ernie Ford* *L* Colgate-Palmolive Feather Your Nest L
	Jack Paar Show *F*	
	P&G As The Earth Turns	
	Robert Q. Lewis (See Footnote)	
	Art Linkletter's House Party (See Footnote)	
Afternoon Film Festival F&L Participating (see footnote)	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
	Bob Crosby (See Footnotes)	
	P&G The Brighter Day Am. Home Pr. Secret Storm	Borden Co. Date With Life L *Modern Romances* *L*
	P&G The World Within	*Queen For A Day* *L*
Mickey Mouse Club (see footnote) F		*Pinky Lee Show* *L*
		Howdy Doody (See Footnote)
	News L	
Kukla, Fran & Ollie		
Time Inc. Daly-News	News L	
General Mills Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F	Dinah Shore Show Chevrolet L Camel News Caravan L
Admiral Bishop Sheen L	R. J. Reynolds Bob Cummings Show F	DeSoto-Plymouth You Bet Your Life F
Necchi Quality Goods Stop the Music L	Chrysler Motors Climax— Shower of Stars L	Chesterfield Dragnet F
Brillo Star Tonight L		Borden Co. The People's Choice F
Western U. Down You Go L	Singer Sew'g. (Alt. wks.) Brstl. Myrs. Four Star Playhouse F	Ford Theatre F
Music from the Meadowbrook *L*	Toni Co. (Alt. wks.) Hazel Bishop The Arthur Murray Prty.	Lever Bros. Lux Video Theatre L
	American Home Prod. Quiz Kids	

FRIDAY

CBS	NBC
Gen. Mills Valiant Lady Amer. Home Products Love of Life P&G Search for Tomorrow P&G Guiding Light L	*Tennessee Ernie Ford* *L* Colgate-Palmolive Feather Your Nest L
Jack Paar Show *F*	
P&G As The Earth Turns	
Robert Q Lewis (See Footnote)	
Art Linkletter's House Party (See Footnote)	
Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
Bob Crosby (See Footnotes)	
P&G The Brighter Day Am. Home Pr. Secret Storm	Borden Co. Date With Life L *Modern Romances* *L*
P&G The World Within	*Queen For A Day* *L*
	Pinky Lee Show *L*
	Howdy Doody (See Footnote)
Whitehall News L	
Whitehall News L	
Colgate-Palmolive Co. My Friend Flicka	Coca-Cola Eddie Fisher Show L Plymouth News Caravan
General Foods Mama L	P. Lorillard Truth or Consqnces. F
General Foods Our Miss Brooks	Gulf Life of Riley F
R. J. Reynolds The Crusader F	Simoniz & Amer. C&C Big Story F
Schlitz Brewing Playhouse of Stars F	Ponds Campbell Soup Star Stage F
Brown & Williamson (Alt. wks.) P&G Lineup F	Gillette Cavalcade of Sports L
Amer. Oil Hamm Elgin Person to Person L	State Farm Red Barber's Corner L

SATURDAY

ABC	CBS	NBC
	National Dairy The Big Top L	*Paul Winchell* *J. Mahoney* *L*
	Gen. Mills The Lone Ranger F	*Choose Up Sides* *L*
	Baseball Preview Colgate-Palmolive (Alt. wks.) Brown & Williamson	
	Falstaff Brewing co-sponsor. American Safety Razor Game of the Week	
	Lehn & Fink The Lucy Show F	Oldsmobile Max Liebman Presents 9-10:30 p.m. (once a mo.) L
	Wrigley Gene Autry Show F	
American Chicle Co. Am. Home Products & Co-op Ozark Jubilee L	Sylvania Beat the Clock L	Speidel Purex The Big Surprise L
Ralston Grand Ole Opry (Every fourth week)	Buick Jackie Gleason Show	Gold Seal Dormeyer Noxzema Kleenex Armour Perry Como Show L
	Nestle Stage Show	
Dodge Div. The Lawrence Welk Show L	P. Lorillard Two for the Money L	Toni Papermate People Are Funny F
	P&G It's Always Jan F (3 of 4 wks.)	Texaco Star Theatre J. Durante F
Emerson Drg. Mathiesson Chance of a Lifetime L	Liggett & Myers Gunsmoke (3 of 4 wks.) F	Armour (alt.) Pet Milk Geo. Gobel Show L
	Anheuser-Busch Runyon Theatre	Am. Tobacco Warner Lambert Your Hit Parade

AFTERNOON

Noon, 12:15, 12:30, 12:45, 1:00, 1:15, 1:30, 1:45, 2:00, 2:15, 2:30, 2:45, 3:00, 3:15, 3:30, 3:45, 4:00, 4:15, 4:30, 4:45, 5:00, 5:15, 5:30, 5:45

EVENING

6:00, 6:15, 6:30, 6:45, 7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45

MORNING

SATURDAY

CBS: Capt. Kangaroo, 9-9:30 a.m.; General Foods Mighty Mouse Playhouse, 10:30-11 a.m., alt. weeks; Winky Dink and You, 11-11:30 a.m.; Tales of Texas Ranger (Curtis Candy, General Mills, alt. weeks), 11:30-12 noon.
NBC: Pinky Lee Show, 10-10:30 a.m.; Paul Winchell Show (Tootsie Rolls), 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Mr. Wizard, 11:30-12 noon.

SUNDAY

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Eye on New York, 11-11:30 a.m. Camera Three, 11:30-12 noon.

MONDAY-FRIDAY

CBS: Good Morning, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:15-12 noon.
NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Search For Beauty (Antell), 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M. Midwestern.

ABC—Afternoon Film Festival, Mon.-Fri.—Best Foods, Pharmaco, Glamorene, Union Underwear, Kendall Co., Coates & Clark, Sterling Drugs, Beltone, Breck Inc., Pearson Pharmacal.
Mickey Mouse Club, Mon.-Fri. 5-6. Am. Par., Armour, Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Gen. Mills, S. C. Johnson & Son, Lettuce Inc., Mattel, Mars, Miles Labs, Minnesota Mining, Morton Salt, SOS, Tv Time Foods, Welch, Vicks.

CBS—Garry Moore M.—Thu. 10-10:30 a.m. Fri. 10-11:30 a.m. 10-10:15 Mon. Bristol Myers, Tue. Miles Labs, Wed. Lever Bros., Thurs. Hazel Bishop Alt. wks. Toni, Fri. General Mills. 10:15-30 Mon. Serta alt. wks. A. E. Staley, Tue. Kellogg, Wed. Chevrolet Thu. Toni alt. wks. Chun King, Fri. Lever. 10:30-45 Fri. Hazel Bishop alt. wks. CBS-Hytron. 10:45-11 Fri. S.O.S., alt. wks. Best Foods. 11-11:15 Fri. Yardley. 11:15-11:30 Fri. Masland alt. wks. Converted Rice.
Arthur Godfrey 10:30-10:45 a.m. Mon. Easy Washing, Tue., Corn Prod.; Bristol-Myers. 10:45-11 a.m. Mon., Tues., & Wed., Bristol-Myers; Thurs., American Home.
Robert Q. Lewis—2-2:15 p.m. Thu., Ralston alt. wks. Fri. Brown & Williamson alt. wks. 2:15-30 p.m. Mon.—Lanolin Plus.
House Party. 2:30-45 Mon., Wed., Fri. Lever; Tue.-Thu. Kellogg. 2-45-3 p.m. Mon.-Thu. Pillsbury, Fri. Hawaiian Pineapple.
Bob Crosby—3:30-45 p.m. Mon. Scott Paper Co., Tue. Hazel Bishop, alt. wks. Carnation, Wed. Gerber Prod. Thu. Toni Fri. S.O.S. alt. wks. Hazel Bishop 3:45-4 p.m. Mon. Procter & Gamble. Wed., Fri.—General Mills. Tue.-Miles Labs Thu.-Scott Paper Co.
Ford Star Jubilee, every 4th Saturday 9:30-11 p.m. General Foods Circus at Madison Square Garden, 4/3 only Tue. 7:30-8:30 p.m.

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m.—Campbell Soup Colgate-Palmolive, Continental Baking, International Shoe, Kellogg, Luden's, Standard Brands, Welch Grape Juice.
Ding Dong School—Mon.-Fri. 10-10:30 a.m. Colgate Palmolive, General Mills, Gerber, International Shoe, Manhattan Soap, Procter & Gamble, Wander.

1956 by Broadcasting Publications, Inc.

B·T TELESTATUS

MARQUETTE†—
WDMJ-TV (6) 4/7/54-April
SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) CBS, ABC; Gill-Perna; 152,000. N; $375
TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 54,403; $120

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 89,270; $300
DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 115,000; $325
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote
MINNEAPOLIS-ST. PAUL—
► KEYD-TV (9) Avery-Knodel; 630,000; $450
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,450
► WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,475
► WTCN-TV (11) ABC; Katz; 615,000; $800
ROCHESTER—
► KROC-TV (10) NBC, ABC; Meeker; 117,000; N; $250

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)
COLUMBUS†—
WCBI-TV (4) CBS, NBC; McGillvra; 7/28/54-7/13/56
HATTIESBURG†—
WDAM-TV (9) 5/4/55-6/1/56
JACKSON—
► WJTV (12) CBS, ABC; Katz; 147,000; $300
► WLBT (3) NBC; Hollingbery; 175,000; N; $300
MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote
TUPELO†—
WTWV (9) 12/8/54-Summer

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC; Headley-Reed; 154,000; N; $300
COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 91,858; $200
HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS; Weed; 149,060; N; $250
► WGEM-TV (10) See Quincy, Ill.
JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair; 87,815; $250
JOPLIN—
► KSWM-TV (12) CBS; Venard; 112,750; N; $200
KANSAS CITY—
► KCMO-TV (5) CBS, ABC; Katz; 563,194; N; $1,000
► KMBC-TV (9) CBS; Peters, Griffin, Woodward; 563,194; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 563,194; N, LS, LF; $960
ST. JOSEPH—
► KFEQ-TV (2) CBS; Headley-Reed; 156,169; $350
ST. LOUIS—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 887,274; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; Weed; 422,422; $400
► KWK-TV (4) CBS, ABC; Katz; N; $1,500
SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200
SPRINGFIELD—
► KTTS-TV (10) CBS; Weed; 87,774; N; $200
► KYTV (3) NBC; Hollingbery; 103,040; N; $240

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC; Headley-Reed; 27,500; $150
KGHL-TV (8) 11/23/55-Unknown
BUTTE†—
► KXLF-TV (6) ABC; No estimate given; $50
GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC; Hoag-Blair; 26,700; $150
MISSOULA†—
► KGVO-TV (13) CBS, ABC; Gill-Perna; 24,660; $150

NEBRASKA

HASTINGS†—
► KHAS-TV (5) NBC; Weed; 77,110; $80
HAYES CENTER†—
► KHPL-TV (2) (Satellite of KHOL-TV Holdrege)
KEARNEY (HOLDREGE)—
► KHOL-TV (13) CBS, ABC; Meeker; 89,631; N; $250
LINCOLN—
► KOLN-TV (10) ABC, CBS; Avery-Knodel; 151,690; $400
► KUON-TV (*12)
OMAHA—
► KMTV (3) NBC, ABC; Petry; 362,453; N, LS, LF, LL; $800
► WOW-TV (6) CBS; Blair; 351,796; N; $800
Herald Corp. (7) Initial Decision 4/6/55
SCOTTSBLUFF†—
► KSTF (10) Satellite of KFBC-TV Cheyenne, Wyo.

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 30,000; N; $225
LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 29,003; $250
► KLRJ-TV (2) See Henderson
KSHO-TV (13) 9/28/55-April
RENO—
► KZTV (8) CBS, ABC, NBC; Pearson; 21,420; $300
KAKJ (4) 4/19/56-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown
MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC, CBS, NBC; Weed; 1,089,971; $600
MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote
ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown
CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown
NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,730,000; $2,000
NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 70,732; $300
► KOAT-TV (7) ABC; Hollingbery; 62,000; $200
► KOB-TV (4) NBC; Branham; 70,732; $325
CARLSBAD†—
KAVE-TV (6) 6/22/55-Unknown
CLOVIS—
KICA-TV (12) 2/23/56-Unknown
ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker, Melville; 32,685; $150
SANTA FE—
KVIT (2) 1/25/56-Unknown

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WROW-TV (41) ABC, CBS; Harrington, Righter & Parsons; 175,000; N; $475
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown
BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC; Blair; N; 402,170; $800
WINR-TV (40) 9/29/54-Unknown
WQTV (*46) 8/14/52-Unknown
BUFFALO—
► WBEN-TV (4) ABC, CBS; Harrington, Righter & Parsons; 609,284 (plus 605,479 Canadian coverage); N, LS, LF, LL; $800
► WBUF-TV (17) ABC, NBC; H-R; 170,000; $350
► WGR-TV (2) NBC, ABC; Peters, Griffin, Woodward; 1,047,906; (includes Canadian coverage); N; $950
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52—Unknown
Great Lakes Tv Inc. (7) initial decision 1/31/56
CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC; Weed; 77,230 (plus 50,100 Canadian coverage); $200
ELMIRA—
WTVE (24) See footnote
Central New York Bcstg. Cop. (18) initial decision 3/2/56
HAGAMAN—
► WAST (29) (satellite WROW-TV Albany, N. Y.)
ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
LAKE PLACID† (PLATTSBURG)—
► WIRI (5) NBC, ABC; McGillvra; 98,730 (plus 350,000 Canadian coverage); $250
NEW YORK—
► WABC-TV (7) ABC; Weed; 4,730,000; $3,750
► WABD (5) Avery-Knodel; 4,730,000; N, LL, LF, LS; $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $6,000
► WOR-TV (9) WOR-TV Sls.: 4,730,000; $1,500
► WPIX (11) Peters, Griffin, Woodward; 4,730,000; $1,500
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; N, LS, LF, LL; $6,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
POUGHKEEPSIE—
► WKNY-TV (66) ABC, CBS, NBC; Meeker; 40,600; $100
ROCHESTER—
► WHAM-TV (5) NBC; Hollingbery; 325,000 (not including 75,000 Canadian coverage); N; $800
► WHEC-TV (10) CBS, ABC; Everett-McKinney; 327,000; N; $700
► WVET-TV (10) CBS, ABC; Bolling; 327,000 (including 31,500 Canadian coverage); N; $750
WCBF-TV (15) 6/10/53-Unknown
WROH (*21) 7/24/52-Unknown
SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 480,850; N; $1,100
SYRACUSE—
► WHEN (8) CBS, ABC, DuM; Katz; 372,160; N; $700
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 372,160; N, LS, LF; $800
WHTV (143) 9/18/52—Unknown
UTICA—
► WKTV (13) NBC, ABC, CBS; Cooke; 205,500; N; $550

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 40,000; $150
► WLOS-TV (13) ABC, CBS; Venard; 372,920; $300
CHAPEL HILL†—
► WUNC-TV (*4) 377,350
CHARLOTTE—
► WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 528,210; N, LL, LS, LF; $1,000
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision 8/2/55
DURHAM—
► WTVD (11) NBC, ABC; Petry; 282,490; N; $550
FAYETTEVILLE†—
► WFLB-TV (18) CBS, NBC; Young; 39,340; $150
GASTONIA†—
WTVX (48) 4/7/54-Unknown
GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 408,811; N, LF, LS; $650
GREENVILLE—
► WNCT (9) CBS, ABC; Pearson; 164,980; $350
NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown
RALEIGH—
► WNAO-TV (28) CBS, ABC; Avery-Knodel; 285,500; N; $250
Capitol Bcstg. Co. (5) Initial Decision 4/19/55
WASHINGTON—
► WITN (7) NBC; Headley-Reed; 144,005; N; $325
WILMINGTON—
► WMFD-TV (6) NBC, ABC, CBS; Weed; 94,600; $200
WTHT (3) 2/17/54-Unknown
WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 713,720; N; $550
► WTOB-TV (26) ABC; Venard; 120,000; $200

NORTH DAKOTA

BISMARCK—
► KFYR-TV (5) NBC, ABC, CBS; Hoag-Blair; 30,450; $200
► KBMB-TV (12) CBS; Weed; 23,000; N; $150
FARGO†—
► WDAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; 86,600; $400
GRAND FORKS—
► KNOX-TV (10) NBC; Rambeau; 33,000; N; $200
MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 29,000; $200
KMOT (10) 10/5/55-Unknown
VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 95,000; N, LF, LS; $400

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300
ASHTABULA†—
► WICA-TV (15) 116,285; $200
CANTON†—
Tri-Cities Telecasting Inc. (29) 3/22/56-Unknown
CINCINNATI—
► WCET (*48) 2,000
► WCPO-TV (9) ABC; Blair; 767,729; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 487,000; N; $1,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown
CLEVELAND—
► WEWS (5) ABC; Blair; 1,217,000; N; $1,000
► KYW-TV (3) NBC; Peters, Griffin, Woodward; 1,217,000; N, LS, LF, $1,300
► WXEL (8) CBS; Katz; 1,159,640; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown
COLUMBUS—
► WBNS-TV (10) CBS; Blair; 485,583; N; $825
► WLWC (4) NBC; WLW Sls.; 351,000; N; $800
► WTVN-TV (6) ABC; Katz; 381,451; $600
► WOSU-TV (*34)
DAYTON—
► WHIO-TV (7) CBS; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote
ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown
LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 88,519; $150
MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,184,839; $400
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 358,740; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 180,000; N; $350
► WKBN-TV (27) CBS, ABC; Raymer; 180,848; N; $350
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) ABC, CBS, NBC; Pearson; 50,000; N; $150

OKLAHOMA

ADA—
► KTEN (10) ABC; CBS, NBC (per program basis); Venard; 88,780; N; $225

ARDMORE†—
KVSO-TV (12) 5/12/54-Unknown

ENID—
► KGEO-TV (5) ABC; Pearson; 250,000; N; $225

LAWTON†—
► KSWO-TV (7) ABC; Pearson; 71,000; $150

MUSKOGEE†—
► KTVX (8) ABC; Avery-Knodel; 285,700; $450

OKLAHOMA CITY—
► KWTV (9) CBS, ABC; Avery-Knodel; 363,285; N; $800
► WKY-TV (4) NBC, ABC; Katz; 363,285; N, LS, LF, LL; $800
KETA (*13) 12/2/53-Unknown
KTVQ (25) See Footnote

TULSA—
► KOTV (6) CBS; Petry; 316,512; N; $750
► KVOO-TV (2) NBC; Blair; 316,512; N; $700
► KTVX (8) (See Muskogee)
KCEB (23) See footnote
KOED-TV (*11) 7/21/54-Unknown
KSPG (17) 2/4/54-Unknown

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC; Hollingbery; 61,550; $300

KLAMATH FALLS†—
KFJI-TV (2) Grant; 12/2/54-Summer '56

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Hoag-Blair; 35,500; $200

PORTLAND—
► KLOR (12) ABC; Hollingbery, 340,000; N; $600
► KOIN-TV (6) CBS; CBS Spot Sls.; 340,000; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 356,442; N, LF, LS; $700
KTLV (8) North Pacific Tv Inc. 6/23/55-Unknown

ROSEBURG†—
► KPIC (4) Hollingbery

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WFMZ-TV (67) See footnote
WQCY (39) Weed; 8/12/53-Unknown

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; H-R; 573,731; $600

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; 93,860; $150

ERIE—
► WICU (12) NBC, ABC; Petry; 222,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 93,423; $250

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC; Headley-Reed; 241,449; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 966,910; N, LS, LF; $750

LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; 917,320; N, LS, LF; $1,200

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,000
► WFIL-TV (6) ABC; Blair; 2,105,636; N, LS, LF; $2,875
► WRCV-TV (3) NBC; NBC Spot Sls.; 2,088,318; N; $3,200
WPHD (23) 9/28/55—Unknown
Philadelphia Broadcasting Co. (29) 3/28/56-Unknown

PITTSBURGH—
► KDKA-TV (2) ABC, CBS, NBC; Peters, Griffin, Woodward; 1,200,000; N; $1,700
► WENS (16) ABC, CBS, NBC; Branham; 400,000; $450
► WQED (*13)
WIIC (11) CBS; Blair; 7/20/55-Unknown
WKJF-TV (53) See footnote
WTVQ (47) Headley-Reed; 12/23/52-Unknown

READING—
► WHUM-TV (61) CBS, ABC; H-R; 253,467; N; $450
WEEU-TV (33) See footnote

SCRANTON—
► WARM-TV (16) ABC; Bolling; 200,000; $225
► WGBI-TV (22) CBS; H-R; 276,000; N; $400
► WTVU (73) Everett-McKinney; 195,000; $200

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 282,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 280,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '56

YORK—
► WNOW-TV (49) Keller; 116,500; $200
► WSBA-TV (43) ABC; Young; 116,500; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,202; N; $1,200
► WPRO-TV (12) CBS; Blair; 1,404,202; $1,000
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) CBS; Headley-Reed; 127,550; N; $200

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; 233,806; N; $300
► WUSN-TV (2) NBC, ABC; H-R; 202,000; $300

COLUMBIA—
► WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; 200,179; N; $400
► WNOK-TV (67) CBS, ABC; Raymer; 120,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 154,410; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 435,768; N; $450
► WGVL (23) ABC, CBS; H-R; 130,000; $200

SPARTANBURG†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-5/1/56

SOUTH DAKOTA

FLORENCE†—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 16,031; $150

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; 180,033 (includes coverage of satellite KDLO-TV Florence); $425

TENNESSEE

CHATTANOOGA —
► WDEF-TV (12) NBC, ABC, CBS; Branham; 171,366; N; $400
WRGP-TV (3) NBC; H-R; 2/9/56-4/29/56

JACKSON—
► WDXI-TV (7) CBS, ABC; Burn-Smith; 102,385; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC; Avery-Knodel; 229,130; N; $500
► WTSK-TV (26) CBS, ABC; Pearson; 182,400; N; $300
WBIR-TV (10) 1/13/56-Unknown

MEMPHIS—
► WHBQ-TV (13) ABC; H-R; 414,392; $700
► WMCT (5) NBC; Branham; 414,392; N; $800
► WREC-TV (3) CBS; Katz; 401,127; $700
WKNO-TV (*10) 11/23/55-Unknown

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 455,753; N; $550
► WSIX-TV (8) ABC; Hollingbery; 277,030; $425
► WSM-TV (4) NBC; Petry; 277,305; N, LF, LS; $700

TEXAS

ABILENE—
► KBRC-TV (9) NBC, ABC; Pearson; 59,760; $225

AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 83,793; $300
► KGNC-TV (4) NBC; Katz; 83,793; N; $300

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 153,983; N; $400

BEAUMONT—
► KBMT (31) ABC, NBC; Forjoe; 40,000; N, LL, LF, LS; $200
► KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; 109,000; N, LF; $300

BIG SPRING†—
► KBST-TV (4) CBS; Pearson; 48,453; $150

CORPUS CHRISTI†—
► KVDO-TV (22) NBC, ABC, CBS (per program basis); Young, 53,500; $200
KRIS-TV (6) Peters, Griffin, Woodward; 12/9/55-May
K-Six Tv Inc. (10) Initial Decision 1/20/56

DALLAS —
► KRLD-TV (4) CBS; Branham; 564,080; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 564,080; N; $1,000

EL PASO—
► KROD-TV (4) CBS, ABC; Branham; 89,256; N; $450
► KTSM-TV (9) NBC; Hollingbery; 83,545; N; $250
KOKE (13) H-R; 3/18/54-Unknown

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Peters, Griffin, Woodward; 570,000; N, LL, LF, LS; $1,000
► KFJZ-TV (11) H-R; 570,000; $600

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 459,250; $700

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 84,875 (plus 8,000 Mexican coverage); $300

HOUSTON—
► KPRC-TV (2) NBC; Petry; 485,00; N; $900 (film)
► KTRK (13) ABC; Blair; 489,250; N, LF, LS, $700
► KUHT (*8)
► KGUL-TV (11) See Galveston
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
► KHAD-TV (8) CBS, NBC; Pearson; 8,000; $150

LONGVIEW†—
► KTVE (32) Forjoe; 55,268; $175

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 116,237; N; $350
► KDUB-TV (13) CBS; Branham; 119,778; N, LL, LF; $350 (film)

LUFKIN—
► KTRE-TV (9) NBC; Venard; 50,150; $150 (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND—
► KMID-TV (2) NBC, ABC, CBS; Venard; 78,000; $200

ODESSA—
► KOSA-TV (7) CBS; Pearson; 78,500; $225

SAN ANGELO—
► KTXL-TV (8) CBS, NBC, ABC; Venard; 44,208; $200

SAN ANTONIO—
► KCOR-TV (41) ABC; O'Connell; 62,000; $200
► KENS-TV (5) CBS, ABC; Peters, Griffin, Woodward; 302,231; N; $700
► WOAI-TV (4) NBC, ABC; Petry; 301,129; N, LL, LS, LF; $700
Mission Telecasting Corp. (12) Initial Decision 6/16/55

SWEETWATER—
► KPAR-TV (12) CBS; Branham; 61,362 (satellite of KDUB-TV Lubbock, Tex.)

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; 141,096; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC; NBC (per program basis); Venard; 161,840; N; $260

B·T TELESTATUS

TYLER—
► KLTV (7) NBC, ABC, CBS; Pearson; 102,957; $250

WACO (TEMPLE)—
► KWTX-TV (10) ABC; Pearson; 123,000; N; $250

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 83,704; (plus 8,000 Mexican coverage); $250

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 105,135; N; $300
► KSYD-TV (6) CBS; Hoag-Blair; 105,030; $300

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS; CBS Spot Sls.; 200,000; N; $600
► KTVT (4) NBC; Katz; 200,000; N; $600
► KUTV (2) ABC; Hollingbery; 200,000; N; $450

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS; Weed; 148,886; $300

VIRGINIA

BRISTOL†—
WCYB-TV (5) Gill-Perna; Initial Decision 2/1/55

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON—
► WVEC-TV (15) See Norfolk

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC; Pearson; 131,145; $200

LYNCHBURG—
► WLVA-TV (13) ABC, CBS; Hollingbery; 308,675; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
► WTAR-TV (3) CBS, ABC; Petry; 393,790; N, LF, LS; $875
► WTOV-TV (27) 210,000; McGillvra; $180
► WVEC-TV (15) NBC; Avery-Knodel; 220,000; N; $350
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

PETERSBURG—
► WXEX-TV (8) See Richmond

RICHMOND—
► WTVR (6) ABC, CBS; Blair; 503,317; N, LF, LS; $875
► WXEX-TV (8) NBC; Forjoe; 415,835; N, LF, LS; $750
WOTV (29) 12/2/53-Unknown
WRVA-TV (12) Harrington, Righter & Parsons; 12/2/55-4/29/56

ROANOKE—
► WDBJ-TV (7) CBS; Peters, Griffin, Woodward
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 428,679; N, LF, LS; $600

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe; 225,806; $300

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO—
► KEPR-TV (19) 57,750 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC; Blair; 494,300; N, LF, LS; $900
► KOMO-TV (4) NBC; NBC Spot Sls.; 500,822; N, LL, LF, LS; $950
► KTNT-TV (11) CBS; Weed; 500,500; N; $900
► KTVW (13) Hollingbery; 494,790; $600
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 166,950; N, LF, LS; $550
► KREM-TV (2) ABC; Petry; 162,179; N, LF, LS; $350
► KXLY-TV (4) CBS; Avery-Knodel; 173,358; N, LL, LF, LS; $525

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC; Weed; 60,400; $400
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC; Katz; 204,841; N; $250

CHARLESTON—
► WCHS-TV (8) CBS; Branham; 398,381; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Spring '56

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WHTN-TV (13) ABC; Petry; 203,000; N; $450
► WSAZ-TV (3) NBC; Katz; 650,846; N, LL, LF, LS; $800

OAK HILL (BECKLEY)†—
► WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
► WTAP (15) NBC, ABC, CBS; Pearson; 35,902; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 312,850; N; $500
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC; Hollingbery; 122,560; $200

GREEN BAY—
► WBAY-TV (2) CBS; Weed; 235,000; $400
► WFRV-TV (5) ABC, CBS; Headley-Reed; 239,340; N; $300
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) NBC, CBS, ABC; H-R; 110,000; $300

MADISON—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 126,900; N; $250
► WMTV (33) ABC, NBC; Bolling; 129,000; $280
WISC-TV (3) 12/1/55-June '56

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 211,440; $250

MILWAUKEE—
► WISN-TV (12) ABC; Petry; 700,000; N, LF, LS; $800
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WXIX (19) CBS, CBS Spot Sls.; 398,255; N; $800
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown
WITI-TV (6) 6/29/55-May 1956; Branham; $600

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) NBC; Peters, Griffin, Woodward; 127,800; $400
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, NBC; ABC (per program basis); Meeker; 86,800; $250

WHITEFISH BAY—
WITI-TV (6) See Milwaukee

WYOMING

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC; Hollingbery; 70,972; $150

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher, Day; 23,000; $100
► KTVA (11) CBS; Alaska Radio-Tv Sls.; 22,500; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; 8,600; $150
► KTVF (11) CBS; Alaska Radio-Tv Sls.; 8,600; $135

JUNEAU†
Alaska Broadcasting System Inc. (8) 11/2/55-Unknown

GUAM

AGANA†—
Radio Guam (8) 3/28/56-Unknown

HAWAII

HILO†—
► KHBC-TV (9) Satellite of KGMB-TV Honolulu

HONOLULU†—
► KGMB-TV (9) CBS; Peters, Griffin, Woodward; 89,500 (includes Hilo and Wailuku satellites); $300
► KONA (2) NBC; NBC Spot Sls.; 87,000 (including Wailuku satellite); $300
► KULA-TV (4) ABC; Young; 78,000; $300

WAILUKU†—
► KMAU (3) Satellite of KGMB-TV Honolulu
► KMVI-TV (12) (Satellite of KONA Honolulu)

PUERTO RICO

CAGUAS†—
American Colonial Bcstg Corp. (11) Initial Decision 3/7/56

MAYAGUEZ†—
WORA-TV (5) CBS; 1/27/55-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC; Caribbean Networks; 100,000; $200
► WKAQ-TV (2) CBS; Inter-American; 65,000; $300
WIPR-TV (*6) 2/2/55-Unknown

CANADA

BARRIE, ONT.—
► CKVR-TV (3) Mulvihill, Canadian Ltd.; 36,870

BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; 10,300; $170

CALGARY, ALTA.—
► CHCT-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 34,000; $250

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Radio Rep., Young, Oakes; 40,000; $260

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; 26,000; $220

HAMILTON, ONT.—
► CHCH-TV (11) CBC; All-Canada, Young; 484,196; $450

KINGSTON, ONT.—
► CKWS-TV (11) CBC; All-Canada; 55,000; $250

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; 268,450; $350

LETHBRIDGE, ALTA.—
► CJLH-TV (7) CBC; All-Canada, Weed; 7,300; $160

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; 128,000; $370

MONCTON, N.B.—
► CKCW-TV (2) CBC; Young, Stovin; 32,000; $200

MONTREAL, QUE.—
► CBFT (2) CBC French; CBC; 337,000; $900
► CBMT (6) CBC, NBC, ABC, CBS; 460,000; $680

OTTAWA, ONT.—
► CBOFT (9) CBC; CBC; 42,000; $230
► CBOT (4) CBC; CBC; 79,000; $320

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC, CBS, NBC; All-Canada, Weed; 46,000; $230

PORT ARTHUR, ONT.†—
► CFPA-TV (2) CBC; All-Canada, Weed; 8,500; $170

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350

REGINA, SASK.†—
► CKCK-TV (2) CBC, CBS, ABC; All-Canada, Weed; 25,000; $235

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC; Stovin, Young; 24,000; $200

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 55,000 (including U. S.); $250

ST. JOHN'S, NFLD.—
► CJON-TV (6) CBC, CBS, NBC, ABC; All-Canada, Weed; 10,650; $200

SASKATOON, SASK.†—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Radio Rep.; 15,000; $230

SAULT STE. MARIE, ONT.—
► CJIC-TV (2) CBC; All-Canada, Weed; 14,000; $170

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 18,103; $200

SYDNEY, N. S.†—
► CJCB-TV (4) CBC; All-Canada, Weed; 32,000; $240

TORONTO, ONT.—
► CBLT (9) CBC, ABC, CBS, NBC; CBC; 440,000; $950

VANCOUVER, B. C.†—
► CBUT (2) CBC; CBC; 142,000; $500

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC; Young; 1,588,000; $450

WINGHAM, ONT.—
► CKNX-TV (8) CBC; All-Canada, Young; 85,000; $200

WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 69,000; $320

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Times Sales; Oakes; 69,158; $240

TIJUANA† (SAN DIEGO)
► XETV (6) ABC; Weed; 324,558; $700

The following stations have suspended regular operations but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WATL-TV Atlanta, Ga.; WOKA (TV) Macon, Ga.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee; WIRK-TV W. Palm Beach, Fla. WTAO-TV Cambridge, Mass

(Continues from page 82)

REPRESENTATIVE PEOPLE

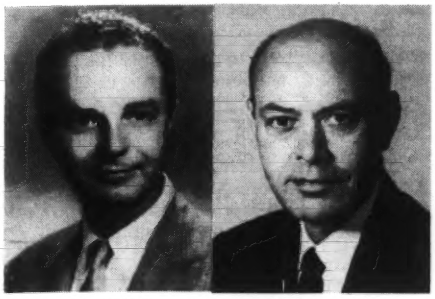
Thomas J. Tilson, former timebuyer with Ted Bates & Co. and Benton & Bowles, both N. Y., to Peters, Griffin, Woodward Inc. (formerly Free & Peters), as television account executive.

John Matthew Boylan, associated at various times over 20-year period with ABC, CBS and NBC, to N. Y. sales staff of Joseph Hershey McGillvra Inc.

Frank Boehm, ABC-TV station clearance department, to Adam Young Inc., N. Y., station representative, as researcher.

STATION PEOPLE

Charles L. Kelly, general manager, WSUN-AM-TV St. Petersburg, Fla., to WCKT (TV) Miami, Fla., as operations manager. He joins new station latter part of April. **Robert L. Fidlar,** sales manager, WIOD Miami, Fla., appointed sales manager of WCKT.



MR. KELLY MR. FIDLAR

James C. Richdale Jr., commercial manager, KOTV (TV) Tulsa, Okla., named to additional post of assistant general manager.

Donald Hosmer, sales representative, WKMF Flint, Mich., to WSAM Saginaw, Mich., as sales manager. **C. E. Rhodes,** program director, WKMF, appointed sales representative, that station. He is succeeded as program director by **Stanley Heinmann,** with station three years. **Oscar Huff,** announcer-newsman, named news director of WKMF.

Robert Shoaff, program director, WGVL (TV) Greenville, S. C., to KBTV (TV) Denver, in same capacity.

MR. SHOAFF

Don Tuckwood, production manager, KTVK (TV) Phoenix, Ariz., named program director, succeeding **Carl Kent,** resigned to join Phoenix advertising agency. **Lloyd Steinkamp,** director, promoted to production manager.

Vic Kearns, KUSN St. Joseph, Mo., appointed program director, succeeding **Don Blue,** resigned.

Bernie Tracy, former general manager of WHBN Harrodsburg, Ky., to WADS Ansonia, Conn., as program director.

Robert A. Forrest, program director, WCAU-TV Philadelphia, named manager of television program department. **Mel Levine,** operation manager, named assistant manager. Other changes: **John F. Horstman Jr.,** operations manager; **Warren Wright,** executive producer; **Glenn T. Bernard** and **Frank Chirkinian,** executive directors; **Arnold Rabin,** director of public affairs; **James C. Krayer, Amram Nowak** and **Allen Ludlum,** program coordinators.

Thomas G. Mallen, formerly in sales and merchandising with Maytag West Coast Co., L. A., to KFRC San Francisco, as account executive.

Jack D. Ellison, manager, KENI-TV Anchorage, Alaska, to sales staff, KPTV (TV) Portland, Ore.

Robert Allen, former district manager, Goodyear Tire and Rubber Co. in California, to KEYT (TV) Santa Barbara, Calif., as manager of station's new sales and service office in Santa Maria, Calif.

Frank Gervan, sales staff, WKBW Buffalo, N. Y., to WGR-TV Buffalo, as sales representative. **Frank Pekorsky,** film editor-projectionist, WIMA-TV Lima, Ohio, and **Harry Fries,** formerly high school instructor, to WGR-TV film technician staff. **George Hurd,** WGR-TV film technician, to floor director staff.

Robert W. Weir, James F. Mullen and **H. Donald Whiteley** to sales staff of WFBL Syracuse, N. Y.

George A. Campbell, formerly salesman, WHLD Niagara Falls, N. Y., to radio sales staff, WBEN Buffalo, N. Y.

Theodore F. Hardy, promotion-publicity manager, KBTV (TV) Denver, to KCCC-TV Sacramento, Calif., as sales promotion director.

Theodore B. Hoffman, producer-director, WILL-TV Urbana, Ill., to WBGH-TV Boston in same capacity.

Edward Skotch, director, ABC-TV *Super Circus,* to KRCA (TV) Los Angeles as director.

William Raden, Chicago newsman, to WFDF Flint, Mich., as assistant news director.

Les Malloy, S. F. radio-tv personality, signed as host of half-hour Mon.-Fri. radio program over KGO San Francisco.

Jeff Baxter, WEOL Elyria, Ohio, to WKOK Cleveland, Ohio, for nighttime musical show.

Gloria Lockerman, young contestant on CBS-TV's *The $64,000 Question,* signed to do Saturday half-hour *Kiddie Musical Show* on WEBB Baltimore, Md. Show is produced by **Jimmy Boyce** with **Del Shields** as technical director.

James Bonner, disc jockey, WORK York, Pa., to WPEN Philadelphia.

Bob Duck, WMLS Sylacauga, Ala., to WSFA Montgomery, Ala.

Bill Moyers, manager of continuity and traffic, KTBC Austin, Tex., granted Rotary Club scholarship for study abroad.

Hal Neal, sales manager, WXYZ Detroit, named chairman of Mich. radio committee for Michigan Week, state promotion.

Tom Dargan, operations manager, KING-TV Seattle; **Richard Ross,** station associate news director; **Mike Rhodes,** announcer; **Bruce Vanderhoof,** KING disc jockey, and **Charles Herring,** KING news director, to rotate as daily hosts on morning *Telescope* show.

Dean Buchanan, music director, KTVW (TV) Seattle-Tacoma, named host of *Club Matinee.*

Alan Dary, Boston disc jockey, to WBZ-WBZA Boston-Springfield, Mass., for daily shows.

Jim Graner, free lance Cleveland, Ohio, sports announcer, to substitute for **Tom Manning** on KYW Cleveland while Mr. Manning covers Cleveland Indian baseball games.

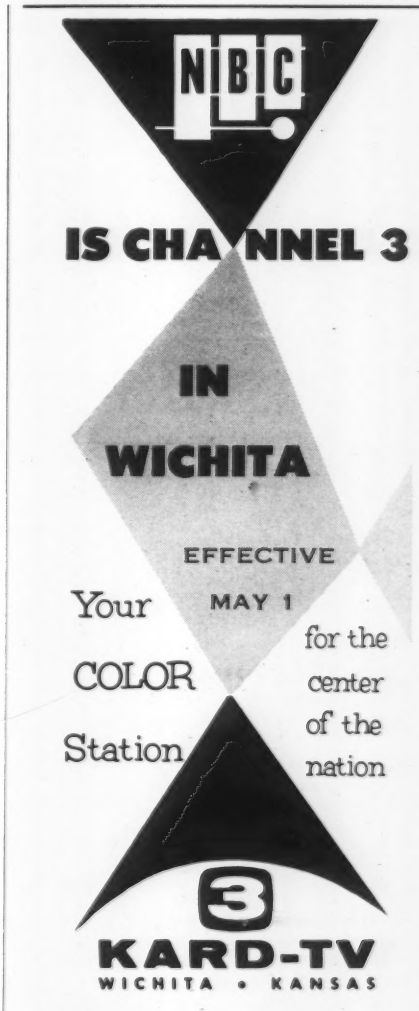
Mary Goode, accounting department, Foote, Cone & Belding, L. A., to Hollywood headquarters of KBIG Avalon, Calif., in similar capacity.

Vic Sterling, disc jockey, KYOS Merced, Calif., to KBIF Fresno, Calif., in same capacity, succeeding **Jim Bailey,** promoted to program director.

Eleanor Sheridan, continuity department, WIRE Indianapolis, to Hollywood traffic staff of KBIG Avalon, Calif. **Nancy Bea Keulen** to KBIG accounting department. **Nancy Finicle** to station's Avalon plant as traffic manager, replacing **Mrs. Dollace Beach,** resigned. **George Prevezich** to Avalon maintenance superintendent, replacing **Ray Jeffries,** resigned.

Don Anderson, actor and former news and special events editor, WBKB-TV Chicago, to WKRC-TV Cincinnati, Ohio, as program host. **Beverly Biddle,** traffic assistant, WKRC-TV, promoted to traffic manager, replacing **Amy Price,** resigned. **Marylynn Anderson,** radio-tv graduate, Cincinnati College of Music, to WKRC-TV as continuity director, succeeding **Maureen Zwinak,** resigned. **Audrey Jeanine Seefried** to assist in traffic and continuity departments.

Art Pallan, disc jockey, WWSW Pittsburgh, Pa., to KDKA Pittsburgh.



Represented by
Edward Petry & Co., Inc.

Mel Strom promoted to operations department, KCBS San Francisco. **John Cruikshank** to KCBS as apprentice. **Mary Narsis** to station as secretary to news director.

Robert Goodman, program assistant, WCBS-TV New York, appointed staff director.

Jan Baker, formerly in radio, to WHYN-TV Springfield-Holyoke, Mass., for weather show, replacing **Winnie Baird,** resigned.

Arthur Whittemore and **Jack Lowe,** pianist duo, to KPTV (TV) Portland, Ore., for weekly program.

Dick Hafner, page boy at CBS Chicago, signed as singer and permanent member of casts of two musical shows at WBBM that city.

Ted G. Carlson Jr., KCOV Corvallis, Ore., to staff of KSLM Salem, Ore.

Al McDonald, promotion-publicity director and children's personality, KOTA-AM-TV Rapid City, S. D., resigned to free-lance in partnership with **Glenn Rowell** in Rowell-McDonald Enterprises, which plans to syndicate children's show.

Heber Darton, formerly member of news staff at WHBF-TV Rock Island, Ill., returns to station as head of new merchandising department. **George Koplow** appointed assistant tv program director there.

Julie Craig, women's director at WICS (TV) Springfield, Ill., resigns effective March 30.

Thomas H. Cole, KFMB-TV San Diego, Calif., assigned as publicist, KNXT (TV) Los Angeles, replacing **Michael J. Connelly,** resigned to join L. A. City News Service.

Earl W. Steele, formerly on production staff of WCCO Minneapolis, to WBBM Chicago in similar capacity. **John M. Rebney,** formerly head of own public relations agency in Minneapolis, also to WBBM production department.

ARCHITECT'S DRAWING shows new studio and office building now being constructed by KBWD Brownwood, Tex., at a cost of $40,000. The building also will house central offices for KNOW Austin, KXOL Ft. Worth, WACO Waco, KSNY Snyder, all Texas, and KTOK Oklahoma City, all under affiliated ownership. Wendell Mayes is president and principal owner of the group.

Bill Baker, announcer-disc jockey, WIOU Kokomo, Ind., to WIBC Indianapolis.

Joyce Donovan, N. Y. Capital District broadcaster, to WGY Schenectady, for daily program.

Don Jones returned to announcing staff, KSJO San Jose, Calif., and **Larry Baker** to weekend staff.

Shelley Grey, dance band vocalist and formerly with WWRL New York, to singing staff of WBBM Chicago.

Ray Owens, news director and newscaster, WFBL Syracuse, to news editor, WHEN-TV Syracuse.

Arthur J. Suffolk, formerly with KVEC-TV San Luis Obispo, Calif., and WBUF-TV Buffalo, N. Y., to engineering staff of WXIX (TV) Milwaukee.

Vern Jones, news director, WREB Holyoke, Mass., to WHYN Springfield-Holyoke, as director of news and special events. **Randy King,** Western singer, to WHYN-TV for daily program.

Tom Hooser, formerly of *Lufkin* (Tex.) *Daily News,* appointed news director of KTRE-AM-TV Lufkin.

John Trimble, announcer, WTOP-AM-TV Washington, D. C., to production chief, Armed Forces Radio, Frankfurt, Germany.

Holland Kelley, formerly with *Pittsburgh Courier,* to WILY Pittsburgh, as news editor.

Kay Leuer to KCBS San Francisco as continuity editor. Also new to KCBS: **Edward Hayden,** sales service manager; **John Cruikshank,** apprentice; **Sarah Robinson,** secretary to program director, and **Mel Strom,** operations assistant.

Hal Salzman, assistant news director, WLS Chicago, promoted to news director. He succeeds **William J. Small,** resigned to become news director of WHAS-AM-TV Louisville [B•T, March 12].

Jim Ascher, reporter at Chicago City News Bureau, to publicity staff of WBKB (TV) Chicago.

Bruce Hickman to announcing staff, WGL Fort Wayne, Ind.

Sam R. Elman, general manager, WATR-AM-TV Waterbury, Conn., re-elected president of eight-station Conn. State Network.

John H. Battison, general manager, KAVE-AM-TV Carlsbad, N. M., elected president of Community Chest of South Eddy County.

Add Penfield, sports director, WBIG Greensboro, N. C., named president of Atlantic Coast Conference Sports Writers Assn.

Austin Kiplinger, newscaster at WMAQ and WNBQ (TV) Chicago, elected to board of directors of Chicago Headline Club of Sigma Delta Chi, national professional journalism fraternity. **Sam Saran,** of station's news department, elected second vice president.

Cecil L. Heftel, manager, KLO Ogden, Utah, named to 14-man Mutual affiliates advisory committee as metropolitan-market representative of District 7, replacing **Thomas H. Anderson,** recently resigned as general manager of KALL Salt Lake City.

Bill Thompson Jr., news film director, WRVA-TV Richmond, Va., elected president of Va. Press Photographers Assn.

Lois Csiky, formerly student at Butler U., to continuity staff of WIRE Indianapolis.

Dick Mills, disc jockey, KMA Shenandoah, Iowa, signed by Decca Recordings as recording artist.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St.,

New York 19

CONALERT MONITORS CONELRAD

- Fail-Safe
- 5 Channels
- Low Cost
- Meets FCC Requirements
- FCDA Approved

Effective as of Jan. 2nd, 1957—

MANDATORY FOR OPERATORS OF ALL RADIO TRANSMITTERS!

Kaar ENGINEERING CORP.

For complete information write:

2980 Middlefield Road

Palo Alto, California

TelePrompTer Reports Earnings Doubled in '55

TELEPROMPTER Corp., New York, Thursday reported that it had more than doubled its net earnings last year compared to 1954. It reported $96,743 in net earnings, equivalent to 81 cents a share on 120,000 outstanding for 1955 as against $38,583 or 38 cents a share on 100,000 outstanding at the end of the previous year.

TelePrompTer said, however, that figures for 1954 are not "totally comparable" to those for 1955 because of the consolidation of the parent corporation with an "associated sales corporation and the consequent elimination of intercompany transactions."

Attributed to the jump in earnings by President and Board Chairman Irving B. Kahn was the rise in company activities, including:

TeleMation (complete production service for industrial meetings), TeleExecutive (miniature, portable TelePrompTer model), program communications network (a semi-automatic closed circuit tv system), and other sales aids.

TelePrompTer also noted future expansion of its New York headquarters at 300 W. 43d St., to "new quarters four times as large," and said that during the past year its Los Angeles office has been quadrupled in size.

Standard Completes Libraries For Use by Seeburg Corp.

PRODUCTION of two 45 rpm libraries comprising some 1,200 musical selections has been completed by Standard Radio Transcription Services Inc. for distribution by J. P. Seeburg Corp., manufacturer of automatic phonograph equipment, under a licensing agreement negotiated by Seeburg with ASCAP.

The agreement contemplates the installation of machines for airing of background music in offices, restaurants and other public places and is not intended for broadcast use.

Milton M. Blink, SRTS president, emphasized the special project will not serve or has not served to "minimize" his activity in the broadcast field.

Song Ads in San Francisco

A SAN FRANCISCO office has been opened by Song Ads Film-Radio Productions, Hollywood, according to Don Estey, vice president in charge of sales. Hugh Hudson is in charge of the new office, located in the Russ Bldg.; telephone Sutter 1-8585.

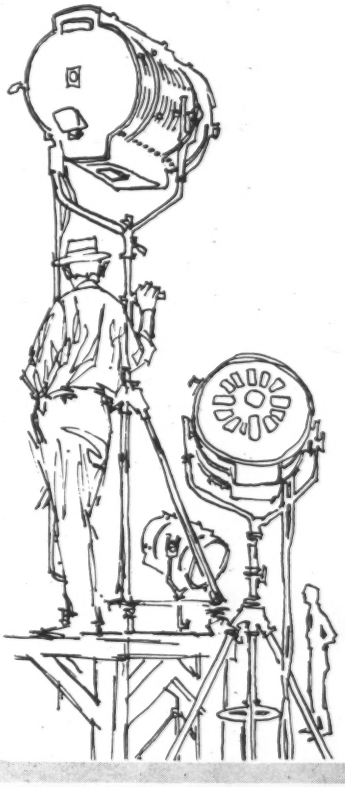
PROGRAM SERVICE SHORTS

Washington Evening Star on Sun., March 25, carried first edition of *TeleVue*, weekly tv program guide. Supplement is seven-by-ten inches with first issue carrying 28 pages and four-color cover.

SESAC Inc., N. Y., announces holiday scripts for radio station subscribers of SESAC Inc., being mailed for Memorial Day and Mother's Day. Extra copies are available to non-subscribers.

World Broadcasting System, N. Y., plans to make available to subscribers new radio telephone quiz show, *Radio's Voice of Fortune,* which will be unveiled by WBS at NARTB Convention in Chicago, April 15-19.

expert **tv** lighting



low cost . . .
flexible

One of the largest suppliers of temporary lighting facilities anywhere in the U. S. and Canada.

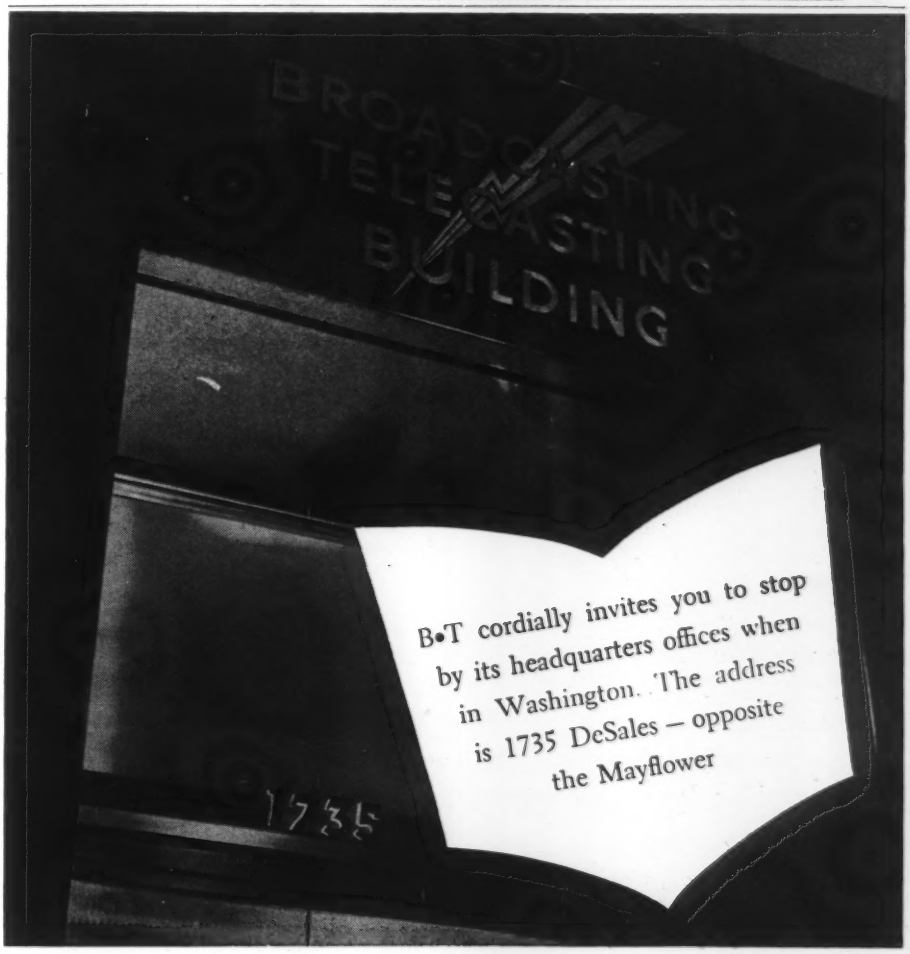
Rental equipment Service includes installation and removal at one low cost.

free estimates

Write for Free Catalog of Equipment

JACK A. FROST

Department BT
234 Piquette Ave.
Detroit 2, Michigan


BROADCASTING
TELECASTING
BUILDING
B•T cordially invites you to stop by its headquarters offices when in Washington. The address is 1735 DeSales — opposite the Mayflower
1735

EDUCATION

3 Schools Receive Grants To Study Educational Tv

THE Educational Television & Radio Center, Ann Arbor, Mich., has awarded three grants-in-aid to colleges as part of a program of audience research in educational tv. The center hopes to find out who can and does watch educational tv.

Grants were received by North Carolina U., $1,350; Michigan State U., $2,000, and Houston U., $3,225. Center President H. K. Newburn indicated additional research grants will be awarded in an effort to further define the progress and results of educational tv.

Radio-Tv Major Offered By Arizona State College

A MAJOR FIELD of study in radio and television has been inaugurated at Arizona State College, Tempe, Ariz. Existing courses have been reorganized and additional courses added to provide an integrated plan of study for those students interested in entering the production or business side of the broadcasting industry.

On campus, radio facilities of KASC, the school's "wired wireless" station, are used as a laboratory in radio training, and a cooperative arrangement for the training of students in tv production has been set up with KVAR (TV) Mesa.

Educational WHYY-TV Gets $100,000 From City Council

THE Philadelphia City Council last week donated $100,000 to educational WHYY-TV that city for the station's first year operating expenses. WHYY-TV, on ch. 35, plans to go on the air in October.

A similar amount was appropriated earlier by the city's board of education to help get the station on the air.

Fresno State College Offers Television Course for Credit

REACTION to Fresno (Calif.) State College's new experimental extension course on television has been "most gratifying," according to college officials.

A total of 202 students from a wide area around the California city have enrolled for the California literature course, which is telecast on Saturdays over KMJ-TV Fresno. The course is being offered for credit.

Duke U. Station Posts Filled

ROBERT BRUBAKER has been elected station manager of WDBS Durham, N. C., Duke U. radio station, to serve for one year. Others elected to key posts include Edwin Harris, business manager; Peter Yoars, production manager; Robert DePuy, public relations manager; Joseph Lintzenich, engineering manager; Thomas Ferrall, program director, and Carolyn Cone, record librarian.

EDUCATION PEOPLE

Gordon L. Gray, Mich. State U., to Educational Television & Radio Center, Ann Arbor, Mich., as program associate.

Don Nelson, announcer, WNEB Worcester, Mass., to U. of Connecticut, as radio-television supervisor.

INTERNATIONAL

CARTB OUTLINES RADIO-TV PROPOSALS FOR SUBMISSION TO ROYAL COMMISSION

Annual convention at Toronto draws record attendance. Fred Lynds, CKCW-AM-TV Moncton, N. B., heads slate of newly-elected officers.

ACTIONS to be taken before the Royal Commission on Broadcasting and Programming for both radio and television featured the largest annual convention of Canadian Assn. of Radio & Television Broadcasters held at Toronto March 26. Resolutions passed at a closed business session included a request to Canadian government for formation of an independent regulatory body for all telecommunication legislation with provisions for appeal to courts of law, continuance of efforts to have broadcasting recognized as an electronic publication under the law of the land, and a request that all Canadian cities be opened for private television stations.

Briefs are being presented to the Royal Commission on Broadcasting at both private and public hearings to start April 30. Individual stations were urged to present briefs. The convention unanimously decided to invite members of the Royal Commission and their staffs of experts to visit any member stations to facilitate the commission's work.

Fred A. Lynds, owner, CKCW-AM-TV Moncton, N. B., was elected president of CARTB, succeeding Jack M. Davidson, Northern Broadcasting Co. Ltd., Toronto, who remains on the board of directors under a new bylaw passed at the convention. D. A. Gourd, CKRN Rouyn, Que., was elected vice president, radio, and Hal A. Crittenden, CKCK-TV Regina, Sask., elected vice president, television. Directors elected were J. Hirtle, CKBW Bridgewater, N.S.; G. Stirling, CJON-TV St. John's, Newfoundland; Henry LePage, CHRC Quebec, Que.; Roland Couture, CKSB St. Boniface, Man.; F. B. Ricard, CHNO Sudbury, Ont.; W. T. Cruickshank, CKNX Wingham, Ont.; Al Hammond, CFCF Montreal, Que.; W. N. Hawkins, CFOS Owen Sound, Ont.; E. E. Fitzgibbons, CKCO-TV Kitchener, Ont.; R. J. Bus, CHAT Medicine Hat, Alta.; V. Dallin, CKQC Saskatoon, Sask.; Jack Blick, CJOB Winnipeg, Man.; C. J. Rudd, CHUB Nanaimo, B. C., and M. P. Finnerty, CKOK Penticton, B. C. Jim Allard was reappointed executive vice president, with headquarters at Ottawa.

Record Attendance

A record attendance of close to 500 from all parts of Canada and the United States attended the 31st annual convention at the Royal York Hotel. Capacity audiences also were present for separate radio and television sales sessions on the first two days of the meeting.

Monday morning radio sessions started with a sales clinic by Fred A. Palmer of Worthington, Ohio, who lectured on selling radio. He repeated for television broadcasters that afternoon.

Television broadcasters Monday morning heard Donald S. Frost, vice president, Bristol-Myers Ltd., New York, tell how his company used spot television in addition to network television to reach every part of the U. S. He pointed to the value of good local shows for national advertisers and stressed that his company had found out it did not pay to skimp on commercials. He also advised broadcasters not to load too many spot announcements in station breaks and to help advertisers sell goods through merchandising. Mr. Frost felt that in Canada, because of the one-station-in-one-market government policy, television advertising did not have full flexibility. "Television must become competitive in Canada if it is to realize its full potential as an educational, entertainment and advertising medium," he said.

Mr. Frost said his company this year will be spending over twice as much in advertising as two years ago, and over half this will be in spot and network television.

A panel discussion on local television selling followed with Fred Lynds, CKCW-TV Moncton, N. B., as chairman. Panelists were Bob Reinhart, CFPL-TV London, Ont.; E. E. Fitzgibbons, CFCM-TV Quebec, Que.; Wm. McGregor, CKCO-TV Kitchener, Ont., and J. R. Peters, CHCH-TV Hamilton, Ont.

Mr. Reinhart stated that the best time for local advertisers on tv network stations was in daytime and late evening hours. Mr. Fitzgibbons pointed out the necessity for live programming in Quebec City because of the scarcity of good French-language film shows. His station has 27 hours live programming weekly, all sponsored. Mr. McGregor dealt with ways of obtaining new television accounts and the necessity of quoting prices in terms of newspaper or radio rates, giving sponsors an overall quotation on cost of announcement or program. Mr. Peters discussed use of film for local advertisers, stressing news film techniques for local advertising.

Commercial Technique

Proper use of a narrative story technique in radio commercials was discussed and demonstrated by W. C. Standart of Standart & O'Hern Adv. Agency, Kansas City, at the Monday afternoon radio session. In his talk "Selling to Audience," Mr. Standart stated that "the radio technique that we have been so successful with is one whereby we truly adhere to all the tenets of good salesmanship by getting the listener's attention, creating interest, building a desire and then asking for the order. We entertain our listeners as we go through these steps."

He cited difficult assignments given his agency by advertisers and played the commercials developed for each case. These assignments were to develop a personality for a product or an advertiser using the narrative technique. He said that good advertising will result in the future in "consumers coming to hear more and more radio commercials that will effectively picture value, effectively project a personality and effectively entertain in a pleasant way as they sell."

A panel on selling to clients followed under the chairmanship of M. P. Finnerty, CKOK Penticton, B. C. Nine Canadian broadcasters told success stories in specific fields. Taking part were Roland Couture, CKSB St. Boniface, Man.; Don Jamieson, CJON St. Johns, Nfld.; W. A. Stephens, Toronto station representative; J. A. Hammond, CFCF Montreal; C. Rudd, CHUB Nanaimo, B. C.; John French, CKLC Kingston, Ont.; Syd Boyling, CHAB Moose Jaw, Sask.; J. Jackson, CJOY Guelph, Ont., and Jack Blick, CJOB Winnipeg, Man.

Monday afternoon's television session included a panel on the advantages and uses of film, featuring Spence Caldwell, S. W. Caldwell Ltd., Toronto, and Joe Dunkelman, Telepix Movies Ltd., Toronto. They pointed out how film distributors can save tv broadcasters much work in clearing imported film through Canadian customs, arranging for film rights and other international negotiations. Mr. Caldwell felt that stations should expand their hours of

operation and build afternoon audiences for evening shows. He also cited a need for putting Canadian tv talent on film for export to other world markets.

At the annual dinner on Monday evening 16 new members were awarded certificates of membership in the CARTB Quarter Century Club. These were J. S. Boyling, CHAB Moose Jaw, Sask.; W. E. Collier, CKY Winnipeg, Man.; E. C. Connor, CFAC Calgary, Alta.; T. E. Darling, CHML Hamilton, Ontario; E. H. Davies and Eric Davies, CKX Brandon, Man.; F. J. Deaville and A. E. McGregor, Woodhouse & Hawkins (agency), Toronto, Ont.; F. H. Elphicke and C. R. Smith, CKWX Vancouver, B. C.; G. B. Quinney, S. W. Caldwell Ltd., Toronto; A. G. Seabrook, CJIB Vernon, B. C.; Harry Sedgwick, CFRB Toronto; H. T. Trueman, CFBC St. John, N. B.; Donald Wilson, CHUB Nanaimo, B. C., and D. E. Wright, Radio & Tv Sales Inc., Toronto.

At the annual dinner Syd Boyling, CHAB Moose Jaw, Sask., was presented the John J. Gillin Jr., memorial award for his station's continuous community public service projects and programs.

Tuesday morning's television section was addressed by Harry Harding, vice president of Young & Rubicam, New York. He pointed out that television programming represented responsibilities to the entire family as well as calling for high ratings for clients. He emphasized that in Canada there were opportunities in television to make trends and not just to follow trends.

Tuesday Tv Panel

A television panel session heard about local live programming from W. T. Cruickshank, CKNX-TV Wingham, Ont., Herb Stewart CHCT-TV Calgary, Alta., and Murray Brown CFPL-TV London, Ont. Each one discussed live local programs, how they served the community and how they were sponsored. Mr. Cruickshank, operating in a largely rural area, stated that he expected in a short time to have about 40% of his income from local live programs. His station has not yet been on the air a year. Murray Brown dealt with religious programs, and told of a daily two minute afternoon program with the same clergyman officiating for one month at time. Herb Stewart told of public service live programs and a live pantomine "Hit Parade" with recordings used for music.

Tuesday morning's radio session started off with a panel on syndicated radio programs. Gordon Keeble, S. W. Caldwell Ltd., Toronto, announced formation of a Canadian co-operative syndicated program service and discussed ways in which transcribed shows could be best used for good programming. Dana Murray, All-Canada Radio Facilities Ltd., Toronto, dealt with national and local aspects of syndicated shows and how they could be used to bring listeners repeatedly back to the station. Don Jamieson, CJON St. Johns, Newfoundland, pointed to the use of a late night radio theatre with transcribed shows in the same way that television stations use late evening film shows.

What station representatives can do for stations was discussed by Bruce Butler of Jos. A. Harty & Co. Ltd., Toronto, and Adam Young Jr., Canadian station representatives, New York. Mr. Young stated that representatives must do more selling at the top agency level to obtain the high proportion of spot business needed.

Ramsay Lees, radio-tv director of Ruthrauff & Ryan, Toronto, told broadcasters that they could help sell their stations more frequently if they would keep their representatives in major centers informed constantly on availabilities at the station and provide data on programs. In this way, representatives could more readily answer advertising agency queries and get business, he said.

New ideas in programming were reported by Bob Burton, BMI Canada Ltd., New York. He dealt with specific cases showing developments in program mobility, on network and local stations, mobility in musical shows and interview programs, teenage and educational programs. He also showed examples of different types of farm programs, local community news and safe-driving programs which have been tried out in the U. S.

"Good local programming today is the common denominator and the program director is now the key man in the station organization," John M. Outler, general manager, WSB Atlanta, told the radio section of the CARTB convention at the Tuesday afternoon session on programming. "If you haven't got a real solid citizen calling the program shots at your station, if you figure that program expenses must be kept down so that sales and administrative expenses can be plush, you are heading for trouble."

Mr. Outler pointed out that networks have set a program standard which has been accepted by audiences for more than 20 years. Audiences expect the same type of program standard now that stations have to develop more of their own programs. The station program director will make or break the station in the next five years.

A panel discussion followed on Canadian program ideas under chairmanship of Baxter Richard, CHNO, Sudbury, Ont. Frequent local newscasts with one-minute taped interviews were described by Sam Ross, CKWX Vancouver, B.C. Bill Stovin, CJBQ Belleville, Ont., told how his station uses educational programs, and Tom Tonner, CKCW Moncton, N. B., told of successful women's interview programs on his station to compete with daytime network serials.

At a closed television section meeting Tuesday afternoon, annual membership rates starting July 1 were established at four times the hourly Class A rate for stations on the air at the start of this year. Contract forms were discussed containing a six months protection clause.

At Wednesday's closed annual business meeting, retiring President Davidson reported on association activities in presenting seven formal briefs before government bodies during the year. Five directors' meetings were held and a number of directors attended all the regional meetings throughout Canada. Mr. Davidson reported on the association's work with business groups and plans for radio and tv presentations at the forthcoming Assn. of Canadian Advertisers meeting at Toronto. He pointed out that this is the year of destiny for Canadian broadcasters as the report of Royal

THE SMART BUY IN MILWAUKEE

NO FOOLIN'

O
U
APRIL
FIRST

We changed our name from:

KXOB

to

K JOY
DIAL 1280

". . . the happiest sound in town"

(Stockton and the San Joaquin Valley, that is)

REPRESENTATIVES:

San Francisco - Los Angeles
McGAVREN QUINN CO.

Elsewhere
JOHN E. PEARSON CO.

BMI

CONCERT MUSIC

Typical of BMI "service" is the complete kit of "Concert Music" material used by broadcasters daily . . . scripts and data which help solve many music programming needs.

Included in BMI's *Concert Music Service* are:

CONCERT PIN-UP SHEET—A monthly listing of new recordings, contemporary and standard.

YOUR CONCERT HALL—A series of half-hour scripts for use with phonograph records.

TODAY IN MUSIC — Dates and facts about the important music events of the month.

BMI-licensed stations — AM, FM, and TV—can be depended upon for complete service in music.

BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 17, N.Y.
HOLLYWOOD • TORONTO • MONTREAL

Commission on Broadcasting will settle broadcasting's status for many years to come.

Dick Lewis, publisher, *Canadian Broadcaster* and *Telescreen*, Toronto, emphatically urged broadcasters to stand together in all submissions before the Royal Commission, as the choice for the future of the industry is private enterprise or socialized broadcasting. A barrage of briefs could be expected, Mr. Lewis said, by critics who would belabor advertising content in the present broadcasting system.

Executive Vice-President Allard reported that in eight years CARTB membership has nearly doubled. He reported in detail of the association's work in the past year. Looking to the future, he stated that broadcasting's information role was of the utmost importance. He warned: "Unless voters of the free world are fully informed in a way they can understand and enjoy, our form of civilization is likely to die with us, more from internal decay and fear than from external pressure. Unless citizens of democratic countries have constantly held before them ideas that create freedom, we shall survive only to live in dreary slavery of big brother government."

The business session dealt with revision of the membership fee structure for radio stations based on gross revenue less agency commissions, and television station annual membership fee based on four times the peak hourly rate.

The convention went on record to use all its financial trust fund resources deemed necessary by directors to make adequate presentations before the Royal Commission on Broadcasting.

Directors were asked to study the new Dept. of Transport regulations requiring supplementary proof of performance every five years, and licensing of police band monitors on the recommendation of local police departments.

British Plan Color Tv Tests, Propose Switch to 625 Lines

AN advisory committee of the British Postmaster-General has completed plans for the introduction of color tv in Britain. According to the plans, regular test transmissions of color programs in selected areas would be launched within 18 months. However, entry of color into regular programming is not expected for about five years.

Most interesting item of the committee's plans is a proposed switch from present 405-line system to a color picture of higher definition, namely of 625 lines.

$4,480 Question

ABOUT to debut on commercial tv in Britain is *The 64,000 Question*. No dollars, no pounds, just the plain numeral. Show will be modeled on U. S. original, with one major difference. Payoff will be in sixpences, worth seven cents apiece.

Rank May Set $3 Million Deal With U. S. Tv Interest

JOHN DAVIS, managing director of the Rank Organisation, British maker of theatrical films, is negotiating with unidentified American interests on a deal that would involve further Rank film properties and a minimum cash guarantee of $3 million.

Mr. Davis made this statement in an article in the *London Financial Times*. He added that the Rank Organisation's chief interest still lies with the theatrical field and said: "We must not be led astray by the temptation of television and the quick money which may be available for some picture makers from this new and different medium."

Canadian Ad Council Formed

FORMATION of a Canadian advertising council was begun with a meeting at Toronto, Ont., March 22 of representatives of Canadian Assn. of Advertising Agencies, Assn. of Canadian Advertisers, radio and television stations and various publication groups. The organization meeting heard Merle Schneckenburger, president of ACA, say that advertising needs some good public relations to counteract public feeling against its role. CAAA President E. V. Rechnitzer, chairman of the meeting, stated that a properly controlled council would increase the prestige of advertising.

Job, CFJB Founder, Killed

FENWICK JOB, 37, general manager and founder of CFJB Brampton, Ont., was killed in an automobile accident near Brampton March 23. He started the station in 1952 while publisher of the local weekly *Peel Gazette*, which he later sold, and was formerly sales manager of CKEY Toronto, Ont. He is survived by his wife and four children, all of whom were injured in the accident.

CARTB BRIEF REQUESTS INDEPENDENT TV OUTLETS

IMMEDIATE licensing of non-government television stations in all areas of Canada and the creation of an independent regulatory body for Canadian broadcasting will be the major requests placed by the Canadian Assn. of Radio & Television Broadcasters (CARTB) before the sittings of the Royal Commission on Broadcasting, which start April 30 at Ottawa. (see story, page 95).

The first of a number of briefs by the CARTB is understood to have been filed with the Royal Commission, outlining the background of present Canadian broadcasting controls and regulations and the reasons for the CARTB reguest. CARTB is said to point out that it represents 137 independent radio stations and 25 television stations, and that some 25,000 Canadians depend directly and indirectly on these stations for a living.

CARTB is to have two public hearings before the Royal Commission, and probably one or more private hearings. It plans to supplement its first brief with at least 10 extensive supplementary documents and the answers on programming requested by the Royal Commission.

The extensive brief is understood to point out that Canada now has national coverage of television stations with one station in each major city. According to the 1951 Massey Royal Commission recommendations, when such national coverage was achieved licensing of television stations should be opened up in all sections of Canada. The brief says that Canada's tv frequencies, assigned under international agreement with the U. S., are in jeopardy in border areas as long as they are not in use.

In its case for an independent regulatory body, the CARTB brief contends that no other Canadian regulatory body combines the executive, legislative, judicial and competitive roles now assigned to the Canadian Broadcasting Corp. under the Canadian Broadcasting Act. The CBC not only administers the legislation, sets the regulations, provides programs but also competes with the stations it regulates.

INTERNATIONAL PEOPLE

Robert A. Jouglet, vice president, Inter-Tv Films Ltd., Montreal, named executive vice president.

Len J. Kennedy, radio-tv director of Vickers & Benson Ltd., Toronto, Ont., to manager, Montreal office of Stephens & Towndrow Ltd., radio station representative, Toronto.

R. W. Bates to advertising manager of Lever Brothers Ltd., Toronto, Ont., succeeding **R. G. Spence,** promoted to general sales manager.

Ralph Draper, salesman, All-Canada Television, Toronto, to media director of new Toronto office of BBDO. **Ramsay Lees,** radio-tv director of Ruthrauff & Ryan, Toronto, to same post with BBDO, Toronto.

E. S. Coatsworth, film procurement editor of Canadian Broadcasting Corp., Toronto, Ont., to assistant general manager of Motion Pictures for Television (Canada) Ltd., Toronto.

Ian Hall, advertising and sales promotion supervisor of Servel (Canada) Ltd., Toronto, Ont., to time sales division of All-Canada Television, Toronto. **William F. Mitchell,** promotion manager of All-Canada Radio Facilities and All-Canada Television, Toronto, to time sales division, All-Canada Television. **Molly Brent** to promotion and advertising supervisor of All-Canada Television.

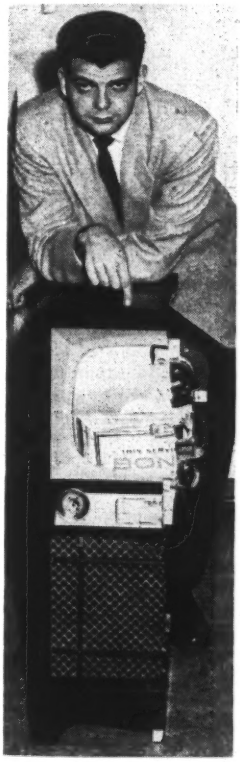
Ted Abrams, formerly promotion director of CFCF Montreal, Que., to public relations and advertising director of Associated Screen News Ltd., Montreal.

BIG TEAM FOR BASEBALL SALUTE

NBC-TV said last week it will place Gertrude Berg (Molly Goldberg of radio and tv) and cowboy Roy Rogers in the lineup April 15 when the network presents "Salute to Baseball" as the *Sunday Spectacular* colorcast (7:30-9 p.m. EST). On the bench as m.c. and executive producer: Art Linkletter. Miss Berg will be in a comedy sketch in the role of "honorary manager" of a baseball team composed of various major league stars, while Mr. Rogers, Dale Evans, Trigger (horse) and Bullet (dog) will be seen with a group of Little League ball players. Mr. Rogers and Trigger also will be in a skit: Trigger playing the umpire and Roy, the catcher. The pitcher (who may be a baseball star) was not mentioned by NBC-TV. Another "highlight" will be a baseball ballet, "Shoeless Joe from Hannibal, Mo.," from the Broadway musical, "Damn Yankees." NBC-TV did not say what the ball players on the program would do. Sponsors are U. S. Rubber Co., The American Radiator & Standard Sanitary Corp. and The Maybelline Co.

THE 'HALF-SET' APPROACH

SUPPORTED by an extensive saturation campaign on radio and television stressing the theme, "Don't Be Satisfied with Half-A-Television Set," Price's chain of retail outlets in Norfolk and Portsmouth, Va., disclosed that it had sold more than 825 all-channel Magnavox receivers in Norfolk over a 60-day period.



Announcer Howard Keller demonstrates a half-set.

The promotion, conceived and executed by Harold Price, owner of six retail stores, in cooperation with uhf station WVEC-TV Hampton (Norfolk), was designed to impress upon viewers that they are receiving only a vhf signal on their present tv sets, and therefore the sets are only 50% efficient. Price's hammered away at the "half-a-set" theme in newspaper advertisements and spot announcements on WVEC-AM-TV and WTAR-TV Norfolk, the only vhf station serving the area. Stunts used during the campaign included the use of a tv set cut in half on commercials carried over WVEC-TV, and the awarding of $10 to each of the first 100 persons who telephoned Price's about the campaign and started the conversation with the word "Magnavox" instead of "Hello."

Mr. Price reported he was "elated" over the results of the drive. He had set a quota of 400 all-channel receivers over the 60-day period and the final volume of more than 825 sets, he said, "exceeded all expectations."

MBS BABY SERIES TO BEGIN

A NEW 30-minute program of "hard-hitting, highly interesting facts on baby care" will debut on MBS this Saturday, 10-10:30 a.m. EST, when the network, in cooperation with the medical research division of Johnson & Johnson and the American Academy of Pediatricians presents *For Parents Only*. The program will feature Dr. John Henderson, J&J medical director, and will travel to pediatric centers in New York, Philadelphia, Boston and Washington hospitals for direct interviews with leading pediatricians as well as actual patients.

WHEN EMPTIES PROMOTION BAG

WHEN Syracuse, N. Y., ran the promotional gamut in its efforts to tell Syracusans that WHEN "has gone CBS." In telling the story of the new affiliation, the station used thousands of helium-filled balloons carying premiums redeemable in theatre tickets, clock radios and sports passes; full-section newspaper displays; giant posters on commercial vehicles, buses, taxis and vans; seven foot mobile supermarket displays; signs over drug counters reminding customers that "now is the time to clean out your medicine chest . . . and to hear CBS on WHEN;" theatre marquees; department store window displays; full page insertions in major trade publications, and a saturation spot campaign on both WHEN-AM-TV.

SEGAL BACK FOR DODSWORTH

PRODUCER-DIRECTOR Alex Segal, whose last tv credits were seen in 1955 before the *U. S. Steel Hour* left ABC-TV for CBS-TV, returns to the medium after close to a year's hiatus April 30, when he will produce "Dodsworth" on NBC-TV's *Producers' Showcase*. The 90-minute telecast starring Fredric March and Claire Trevor, will be based on the late Sidney Howard's stage version of Sinclair Lewis' novel. *Showcase* is sponsored by RCA Victor and Ford Motor Co., both through Kenyon & Eckhardt, N. Y.

ARCHIE MOORE, world's light heavyweight boxing champion, checks a 52-week contract with KFMB San Diego. He is doing a sports program and a Saturday disc jockey show under an agreement made in February. With the champion are George Whitney (l), general manager, Wrather-Alvarez Broadcasting Inc., and Arthur M. Mortensen, KFMB manager.

CBS-TV SETS NINE RACES

CBS-TV will telecast nine of the outstanding horse racing events of the 1956 spring-summer season, starting on April 21 with the Wood Memorial race. Other events on schedule are the "Triple Crown" (Kentucky Derby, the Preakness and Belmont Stakes), the Withers, the Carter Handicap, the Brooklyn Handicap, the Saratoga Handicap and the Hopeful.

'KING KONG' SETS RECORD

WOR-TV New York last week claimed to have attracted the largest audience in New York tv history with a week's showing of the motion picture, "King Kong," on the station's *Million Dollar Movie*. According to General Manager Gordon Gray, an estimated 9,395,820 viewers in 3,758,330 homes made up the audience, based on a TelePulse survey which gave the movie an unduplicated rating of 79.7 for the week March 5-11.

DISNEY PROMOTION IN SCHOOLS

IN COOPERATION with New York City's Board of Education, WABC-TV has distributed about 35,000 copies of "Disney on Television," instructional guidebooks for use in elementary and junior high schools. Prepared by Walt Disney Productions and ABC, the kits, designed to encourage self-expression in dramatics, arts and crafts and allied activity projects, currently are being distributed throughout U. S. More than 189,000 copies have been circulated in some 100 cities.

L.B. Wilson INCORPORATED WCKY CINCINNATI O.

*Sept.-Oct. Pulse

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

Recently published . . . got yours?

1956 BROADCASTING YEARBOOK MARKETBOOK

The 22nd consecutive edition of "Radio's One-Book Reference Library" has been mailed recently to subscribers. *If you're not already a B•T subscriber, or if your subscription does not include the BROADCASTING Yearbook-Marketbook please check and mail this order form*

BROADCASTING • TELECASTING
1735 DeSales Street, N.W., Washington 6, D. C.

Enter my subscription to include the 1956 BROADCASTING Yearbook-Marketbook—$9.00 ☐

Adjust my subscription to include the 1956 BROADCASTING Yearbook-Marketbook—$2.00 ☐

Please send me ..... copies of 1956 BROADCASTING Yearbook-Marketbook @ $3.00. ☐

name _____ position/title _____

company _____

street _____

city _____ zone _____ state _____

FOLKSY APPROACH

A "country newspaper of the air" is a new and highly successful feature of WCMW Canton, Ohio.

The station has correspondents in ten of the communities surrounding Canton who broadcast five days a week directly from the towns in which they live. The five minute newscasts, based on happenings in their respective communities, are made over telephone lines. The broadcasts are scheduled in a block, one following the other.

"Our reporters include school teachers, housewives and businessmen," said Clark L. Dozer, WCMW station manager. "And dozens of scoops have resulted . . ."

WXIX (TV) NOTES ANNIVERSARY

WXIX (TV) Milwaukee has begun mass distribution of its first anniversary booklet telling "The Story of CBS Television in Milwaukee." The 22-page booklet was initially passed along to the public at the WXIX booth during Milwaukee Home Show March 3 and features on the cover WXIX's "Miss 19" who emerged victorious in station's recent beauty contest to mark one year on the air. Some 75,000 copies were printed for general circulation.

GABBY HAYES SET FOR ABC-TV

ABC-TV's *Gabby Hayes Show* Western teleseries will premiere May 12 under the sponsorship of the Joe Lowe Corp. ("Popsicles" and other frozen confections), through Paris & Peart, N. Y., it was announced last week by Slocum Chapin, ABC-TV vice president in charge of sales. The show will be seen Saturdays, 5:30-6 p.m. EST.

KLEIN DOCUMENTS SIX YEARS

IN a slickpaper, silver-and-white brochure the Walter J. Klein Co., Charlotte, N. C., agency, has published "the story of an advertising agency that became, in its first six years, the largest and most successful in the Carolinas." In pictures and quotes the booklet's 14 pages tell of progress from a one-room, one-client operation to a monthly billing figure that in 1954 passed the $100,000 mark. The Klein Co., which originates all creative work for all media, including music writing, food testing, color filming, all art and photography, etc., takes two pages of fine print to list services.

APPLBERRY SAUCE now sponsors a daily segment of WINS New York's *Kash Box* and will offer listeners up to $10,000 in cash prizes and free trips to Europe and Bermuda. Completing arrangements are (l to r): J. Leonard Shaub, executive vice president, Rockmore Co. agency, representing Applberry; Robert Leder, WINS vice president-general manager, and Tom Rickenback, Applberry sales manager.

MO. STATIONS JOIN MANHUNT

THE two Jefferson City, Mo., stations, KLIK and KWOS, as participants in a daylong area manhunt ending in capture of two escaped convicts from the county jail, could give tense listeners firsthand reports. KLIK's mobile news unit, the closest vehicle to the scene of the capture, carried the escapees back to jail. Several staffers of KWOS, which had its entire staff covering the story, were armed and patrolling with police in the group which included citizen volunteers.

WAAM (TV) CATCHES CANDIDATES

WAAM (TV) Baltimore spent an hour and a half televising what the candidates had to say March 20 before a League of Women Voters luncheon. It was one of those rare occasions when all the state's leading candidates for the U. S. Senate appeared on the same rostrum. Fireworks threatened when ex-Sen. Millard Tydings took the opportunity to condemn incumbent Sen. John Marshall Butler for claimed circulation of a composite photo of Sen. Tydings and Earl Browder in the campaign for the last election. Sen. Butler did not reply to the remarks, but newspapers gave the incident big coverage. The coverage kicked off the "WAAM Election Year 1956 Feature Series."

RADIO IN VINTAGE YEARS

OVER 90% of men and women in the 50-65 age group sampled by The Pulse Inc. in a recent survey listen to radio each week, with close to half tuning in every day in the week. This figure was reported last week in a new presentation, "Radio and Persons 50-65 Years Old," currently being released by Radio Advertising Bureau.

RAB, basing its contention that radio has its largest audience in the middle-age group on statistics supplied it by The Pulse, says that out of 1,600 persons tested, 93% listen regularly, and that 70% of their households own more than one radio. All samples were conducted in cities where tv's influence is supposedly at its highest, RAB said.

PLEADS SUMMER RADIO CASE

A COLORFUL FOLDER on summer radio (reading time 110 seconds) has been distributed by the Broadcast Advertising Bureau, Toronto, Ontario, radio sales division of the Canadian Assn. of Radio & Television Broadcasters. The folder backs up a contention that "during the summer people don't stop living, buying, listening to radio!" It also shows how certain categories of retail sales, food and drug products, are higher in summer than at any other time and describes in word and picture how people use their radios in summer for outdoor as well as indoor living.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

CONTRACTS signed with the James Cashman Co., Las Vegas automobile dealer, with KLAS-TV and KLRJ-TV, both Las Vegas, call for 32 hours of television a month—described as the "largest television purchase in Nevada's history." At the signing of the contracts are (l to r): seated, Robert Gardner, general manager of KLRJ-TV, and James Cashman Jr., owner of the car company, and, standing, Alex Gold, KLAS-TV sales manager; Homer G. Nelson, media director of Alcorn Advertising Inc.; Marion Komar, KLAS-TV general manager, and Jack Melvin, Alcorn Advertising president.

SHIP SENDOFF ON ABC-TV

CLAIMING a "first," ABC-TV said last week it plans to telecast live the commissioning of the U. S. S. Saratoga, the newest of the Navy's super-carriers, a week from Saturday, direct from the Brooklyn, N. Y., Navy yard. The program is scheduled for April 14, 3-4 p.m. EST.

WCCO-TV POSTCARD PRIMARY

SURVEYING station WCCO-TV Minneapolis-St. Paul with a "postcard primary" predicted Kefauver's victory in the Minnesota Democratic primary within 2% of the actual vote. After two weeks of postcard pleas, with a $100 prize bribe to a lucky balloter, WCCO-TV newsmen were predicting the victory two days before the primary. They claim the real Kefauver strength was not reflected in any of the more formal surveys in the state. When the actual votes were counted, they showed 56% for Kefauver, compared with 54% in the station promotion. The station, which four years ago surveyed local sentiment and predicted an Eisenhower victory, plans to do more postcard surveying in the coming political season.

WOMEN'S GAMES ON KFEQ-TV

FIRST time the Women's National AAU Basketball Tournament has been televised is the claim KFEQ-TV St. Joseph, Mo., makes for its telecast of opening day games March 11 from the St. Joseph City Auditorium. Bob Horstman, station sports director, produced the coverage which stretched over a 12-hour period. The tourney attracted the largest crowds in its 28-year history, says KFEQ-TV.

CELEBRATES SOLD-OUT YEAR

THE 1450 Coffee Club of WMOH Hamilton, Ohio, has passed its first birthday and can look back on a year of being sold out. It can also look at a list of aspiring sponsors, proof of the appeal of the daily morning half-hour of variety which originates from Hamilton's Anthony Wayne Hotel. Cast and musicians entertain not only listeners, but a live audience who come to take coffee and cookies with the radio team.

"—but KRIZ Phoenix said you needed a graduate engineer."

WHO'S PLAYING WHOM?

TV COMEDIENNE Imogena Coca will appear April 11 on *U. S. Steel Hour* on CBS-TV (10-11 p.m. EST), marking her first dramatic role on tv. She will appear in the role of a high-strung comedienne signed to a new show. The program is sponsored by U. S. Steel Corp., through BBDO, New York.

Outstanding Quad-City Favorite

MORNING • AFTERNOON • EVENING

according to ARB AND PULSE FALL SURVEYS

Ask Avery-Knodel For Figures

CBS FOR THE

WHBF AM TV

ROCK ISLAND ILLINOIS

REPRESENTED BY AVERY-KNODEL

Somewhere Every Day

Radio and Television Stations are accused of Committing

LIBEL
SLANDER
PIRACY
PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators

You can't predict claims—
BUT YOU CAN INSURE
effectively against embarrassing loss by having our unique policy at almost trifling cost.

WRITE FOR DETAILS AND RATES

EMPLOYERS REINSURANCE CORPORATION

21 WEST TENTH STREET
KANSAS CITY, MO.

Station Authorizations, Applications

(As Compiled by B • T)

March 22 through March 28

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through Mar. 28

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,836	2,832	219	383	160
Fm	539	530	47	22	1

FCC Commercial Station Authorizations
As of February 29, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,832	521	159
Cps on air	9	18	326
Cps not on air	123	13	106
Total on air	2,841	539	485
Total authorized	2,964	552	591
Applications in hearing	150	1	159
New station requests	247	4	22
New station bids in hearing	100	0	106
Facilities change requests	148	6	31
Total applications pending	819	48	281
Licenses deleted in Feb.	1	1	0
Cps deleted in Feb.	1	1	3

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through March 28

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	348	96	444
Noncom. Educ. on air	14	5	19

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	310	310	620[1]
Noncom. Educational	20	18	38[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	975	337	766	546	1,313[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,036	337	800	573	1,373[5]

[1] 166 cps (32 vhf, 134 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Redding, Calif—Shasta Telecasters, granted vhf ch. 7 (174-180 mc); ERP 12.1 kw vis. 6.1 kw aur.; ant. height above average terrain 3,586 ft., above ground 87 ft. Estimated construction cost $220,880, first year operating cost $165,000, revenue $216,000. Post office address P. O. Box 1819, Redding. Studio location Redding. Trans. location Shasta Bally Mt., 13 miles west of Redding. Geographic coordinates 40° 36′ 10″ N. Lat., 122° 39′ 00″ W. Long. Trans. and ant. RCA. Legal counsel Lyon, Wilner & Bergson, Washington, D. C. Consulting engineer Robert L. Hammett, San Francisco, Calif. Principals are: **Laurence W. Carr, George C. Fleharty, William B. Nystrom, Robert L. Hammett, Carl R. McConnell, George H. Voorhies, C. T. Ross,** and **Morris K. Cohen.** Mr. Hammett is radio engineering consultant. Granted March 28.

Canton, Ohio—Tri-Cities Telecasting Inc. granted uhf ch. 29 (560-566 mc); ERP 206.5 kw vis, 108 kw aur.; ant. height above average terrain 673 ft., above ground 640 ft. Estimated construction cost $337,539, first year operating cost $215,000 revenue $215,000. Post office address 848 Market Ave. N., Canton. Studio location Canton. Trans. location 2 miles SE of Canton. Geographic coordinates 40° 45′ 10″ N. Lat., 81° 20′ 45″ W. Long. Trans. GE, ant. Workshop Assoc. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include Pres. **Morton Frank** (23.4%), pres., publisher and 50% stockholder in Canton Economist Inc. and Stark County Times Inc.; Vice Pres. **Wallace R. Persons Jr.** (9.4%); Secy.-Treas. **Loren E. Souers Jr.** (0.2%), attorney, and **Oral S. Pflug** (9.4%), owner of Oral S. Pflug & Assoc., Cleveland advertising agency, and *Steubenville* (Ohio) *Jeffersonian.* Announced March 22.

Philadelphia, Pa.—Philadelphia Bcstg. Co., granted uhf ch. 29 (560-566 mc); ERP 224 kw vis. 120 kw aur.; ant. height above average terrain 630 ft., above ground 707 ft. Estimated construction cost $445,000, first year operating cost $520,000, revenue $546,000. Post office address Western Savings Fund Bldg., Phila. Studio location to be determined. Trans. location 12 S. 12th St., Phila. Geographic coordinates 39° 57′ 06″ N. Lat., 75° 09′ 39″ W. Long. Trans. and ant. RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Jansky & Bailey Inc., Washington. Principals include Pres. **Theodore R. Hanff** (51-1/7%), stockholder of highway toll bridge company; Vice Pres. **Murray Borkon** (14-2/7%), pres.-50% owner Community Tv System Inc., and Treas. **Isadore B. Sley** (28-4/7%), owner of Phila. chain of parking lots and garages. Granted March 28.

Agana, Guam—Radio Guam granted vhf ch. 8 (180-186 mc); ERP 1.55 kw vis., 776 w aur.; ant. height above average terrain 70 ft., above ground 302 ft. Estimated construction cost $71,048, first year operating cost $75,000, revenue $75,000. Post office address 141 El Camino, Beverly Hills, Calif. Studio and trans. location Agana. Geographic coordinates 13° 26′ 53″ N. Lat, 144° 25′ 21.6″ W. Long. Trans. Gates, ant. Prodelin. Legal counsel Krieger & Jorgensen, Washington, D. C. Consulting engineer Jay E. Tapp. Long Beach, Calif. Permittee is owner of **KUAM Agana.** Granted March 28.

APPLICATIONS

Elmira,, N. Y.—Television Assoc. of Elmira Inc., vhf ch. 9 (186-192 mc); ERP 250 kw vis., 142 kw aur.; ant. height above average terrain 1082 ft., above ground 624 ft. Estimated construction cost $614,487.26, first year operating cost $487,476 revenue $623,579. Post office address 302 East Church St., Elmira. Studio and trans. location Elmira. Geographic coordinates 42° 00′ 26″ N. Lat., 76° 49′ 18″ W. Long. Trans and ant. RCA. Legal counsel Hogan & Hartson, Washington, D. C. Consulting engineer A. D. Ring & Assoc., Washington, D. C. Principals include Pres. **Norman J. Learned** (7%), diversified Elmira business interests; Exec. Vice Pres. **John S. Riggs** (10%), pres.-dir.-28.6% owner, **WELM Elmira,** pres.-dir.-50% owner, **KVOR Colorado Springs, Colo.,** pres.-dir.-50% owner **WAIR-AM-FM Winston-Salem, N. C.;** Treas. **John M. McLeod** (7%), 7.14% owner WELM; Vice Pres. **Warren W. Clute Jr.** (5%), diversified business interests; **J. Fred Schoellkopf IV** (20%), secy.-7.2% owner, **WGR-AM-TV Buffalo, N. Y.;** Gen. Mgr. **Keith W. Horton** (2%), vice-pres.-mgr.-7.14% owner, WELM, and **Paul A. Schoellkopf Jr.** (20%), dir-treas.-7.5% owner, WGR-AM-TV. Filed March 22.

Casper, Wyo.—Donald Lewis Hathaway, vhf ch. 6 (82-88 mc); ERP 12.87 kw vis., 7.72 kw aur.; ant. height above average terrain 77 ft., above ground 381 ft. Estimated construction cost $147,375, first year operating cost $85,000 revenue $90,000. Post office address Box 930, Casper. Studio and trans. location Casper. Geographic coordinates 42° 51′ 00″ N. Lat., 106° 16′ 22″ W. Long. Trans. and ant. RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Gautney & Jones, Washington. Mr. Hathaway is owner of **KSPR Casper.** Filed March 28.

APPLICATIONS AMENDED

Laurel, Miss.—Laurel Television Co. application amended to submit new Sec. III and IV. Amended March 26.

Ponce, P. R.—American Colonial Bcstg. Corp. application amended to change studio location from on top of Cerro Maravilla Mt., 8 miles northeast of Ponce, to corner of Marina and Campeche Sts., Ponce. Amended March 28.

PETITION

Nacogdoches, Tex.—Lee Scarborough petitions FCC to amend Sec. 3.606 (b) so as to allocate ch. 19 to Nacogdoches; ch. 61 to Tyler, Tex.; ch. 66 to Lake Charles, La.; delete ch. 19 from Tyler and delete ch. 19 from Lake Charles. Announced March 23.

Existing Tv Stations . . .

ACTIONS BY FCC

WETV (TV) Washington, D. C.—Station (ch. 20) cancelled and call letters deleted by letter of March 20 at request of attorney. Announced March 22.

APPLICATIONS

WRC-TV Washington, D. C.—Seeks cp to change studio and trans. location to 4001 Nebraska Ave., N. W., Washington, and make ant. and other equipment changes. Ant. height above average terrain 572 ft., 10.5 in. Filed March 27.

WMT-TV Cedar Rapids, Iowa—Seeks cp to change trans. location to 4.75 miles north of Urbana, Iowa, make ant. and other equipment changes. Ant. height above average terrain 1,499 ft. Filed March 27

KTLV (TV) Portland, Ore.—Seeks mod. of cp to change corporate name to Pioneer Bcstg. Co. Filed March 27.

APPLICATIONS AMENDED

WBIR-TV Knoxville, Tenn.—Filed amendment to correct coordinates of Exhibit A to correspond with those specified in Form V-C. Proposed slight change in trans. location (no change in description other than coordinates) to be reinstated. Amended March 28.

KULA-TV Honolulu, T. H.—Files amendment to change name to Television Corp. of America Ltd. Amended March 27.

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
And Company

1701 K Street N.W. • Washington 6, D. C. NA 8-3233
60 East 42nd Street • New York 17, N. Y. MU 7-4242
35 East Wacker Drive • Chicago 1, Illinois RA 6-3688

CALL LETTERS ASSIGNED

KYAT (TV) Yuma, Ariz.—Wrather-Alvarez Bcstg. Inc., ch. 13.

KSPS (TV) Hot Springs, Ark.—Video Independent Theatres Inc., ch. 9.

KREX (TV) Montrose, Colo.—Western Slope Bcstg. Co., ch. 10.

KICA-TV Clovis, N. M.—KICA Inc., ch. 12.

KTCA (TV) Honolulu, T. H.—Television Corp. of America Ltd., ch. 4. Changed from KULA-TV effective June 1.

New Am Stations . . .

ACTIONS BY FCC

Hemet Calif.—Riverside County Broadcasters application for cp for new am to operate on 1230 kc with power of 100 w unl. dismissed at request of applicant. Action March 27.

Gresham, Ore.—Embco Inc., application for new am to operate on 1230 kc, 250 w unl. dismissed for lack of prosecution. Action March 22.

Dayton, Tenn.—Rhea County Bcstg. Co. application for cp for new am to operate on 580 kc, 500 w D dismissed for failure to prosecute. Action March 27.

Morristown, Tenn.—Clifford G. Frost application for cp for new am to operate on 1150 kc, 1 kw D dismissed at request of applicant. Action March 27.

Charles Town, W. Va.—Richard Field Lewis Jr. application for cp for new am to operate on 1290 kc, 500 w D dismissed at request of applicant. Filed March 27.

APPLICATIONS

Golden, Colo.—George A. Barley, 1010 kc, 250 w D. Post office address Box 512 (1100 Arapahoe), Golden. Estimated construction cost $8,015, first year operating cost $10,000, revenue $15,000. Mr. Barley owns weekly paper in Golden. Filed March 27.

Buford, Ga.—Gwinnett County Bcstg. Co., 1460 kc, 1 kw D. Post office address 3020 Piedmont Rd., N.E., Atlanta, Ga. Estimated construction cost $16,785, first year operating cost $24,000, revenue $30,000. Principals are equal partners **David E. Fleagle,** part-time announcer, **WGAA Cedartown, Ga.,** and **Madeleine O. Fleagle,** secy. Filed March 26.

Manchester, Ga.—Radio Manchester Inc., 1370 kc, 1 kw D. Post office address P. O. Box 526, Winder, Ga. Estimated construction cost $17,427, first year operating cost $36,000, revenue $48,000. Principals are equal owners Pres. **C. H. Grider,** 33.3% owner-general manager **WIMO Winder,** 33.3% owner **WGSW Greenwood, S. C.;** Vice Pres. **George B. Cook Jr.,** WGSW manager; Secy.-Treas. **George T. Burton Jr.,** salesman **WTRP LaGrange, Ga.,** and **W. C. Woodall Jr.,** 50% owner **WDWD Dawson, Ga.,** 33.3% of **WGRA Cairo, Ga.,** 33.3% WIMO and 50% of WGSW. Filed March 28.

Crawfordsville, Ind. — Crawfordsville Broadcasters Inc., 1410 kc, 1 kw D. Post office address 513 S. Washington St., Crawfordsville. Estimated construction cost $33,625, first year operating cost $48,000, revenue $60,000. Principals are Pres. **Robert E. Williams** (30%), congressional executive secretary and formerly manager and secy. of **WFML (FM) Washington, Ind.;** Treas. **Henry Rosenthal** (25%), clothing store owner and **WFAM-TV Lafayette, Ind.,** employe; Secy. **Carl Schlemmer** (20%), **WFAM-TV-WASK Lafayette** employe, and **O. E. Richardson** (25%), owner of WFAM-TV-WASK. Filed March 27.

Hamlet, N. C.—Risden Allen Lyon, 1400 kc, 250 w unl. Post office address Box 341, Wadesboro, N. C. Estimated construction cost $9,300, first year operating cost $15,000, revenue $20,000. Mr. Lyon is 50% owner of **WADE Wadesboro.** Filed March 22.

Midland, Tex.—Great Western Radio Co., 1580 kc, 1 kw D. Post office address 3302 29th St., Lubbock, Tex. Estimated construction cost $13,265, first year operating cost $36,000, revenue $48,000. Principals are equal partners **George Wayne Inglis,** insurance-real estate interests, and **Elvis Leo Roberts,** movie theatre part-owner. Filed March 28.

Leesburg, Va.—Richard Field Lewis Jr., 1290 kc, 1 kw D. Post office address P. O. Drawer 605, Winchester, Va. Estimated construction cost $29,950, first year operating cost $50,000, revenue $60,000. Mr. Lewis is 60% owner of **WFVA Fredericksburg, Va.,** and sole owner of **WINC-WRFL (FM) Winchester,** and **WSIG Mt. Jackson,** both **Va., WHYL Carlisle** and **WAYZ Waynesboro,** both **Pa.,** and **WELD Fisher, W. Va.** Filed March 22.

East Spokane, Wash.—Robert D. Rapp and **Martha M. Rapp,** 1380 kc, 1 kw D. Post office address 1804 Paris Rd., Columbia, Mo. Estimated construction cost $12,020, first year operating cost $40,000, revenue $50,000. Mr and Mrs. Rapp are general manager and progam director, respectively, of **KBIA Columbia, Mo.** Filed March 27.

Fairbanks, Alaska—Fairbanks Bcstg. Co., 1450 kc, 250 w unl. Post office address Box 1951, Fairbanks. Estimated construction cost $11,857, first year operating cost $36,000, revenue $54,000. Principals are Pres. **Richard J. Greuel** (46.15%), former Midnight Sun Bcstg. Co. program director, presently advertising manager of weekly newspaper, Fairbanks city councilman and member Alaska House of Representatives; Vice Pres. **Wilmer H. Hohn** (46.15%), musician-real estate interests-law clerk, and Secy.-Treas. **Ralph J. Rivers** (7.7%), attorney and member Alaska Senate. Filed March 26.

APPLICATIONS AMENDED

Little Rock, Ark.—Ebony Radio application for new am to operate on 1440 kc, 1 kw D amended to change trans. location to southwest corner of 31st St., extended, and Cumberland, Little Rock. Amended March 26.

Milford, Mass.—James W. Miller amends application for cp for new am to operate on 1490 kc, 100 w unl. to change trans. location to foot of Daniels St., .45 miles east of Milford, and make ant. system changes. Amended March 27.

Existing Am Stations . . .

ACTION BY FCC

WEAM Arlington, Va.—Application for mod. of cp. (as reinstated which authorized change to DA-2) for extension of completion date, dismissed at request of attorney. Dismissed March 27.

APPLICATIONS

KFOX Long Beach, Calif.—Seeks cp to change ant.-trans. location to 500 ft. northwest of intersection of Wardlow Rd. and Cedar Ave., Long Beach; install new ant. and operate trans. by remote control from 220 E. Anaheim St., Long Beach. Filed March 27.

WJSB Crestview, Fla.—Seeks cp to change hours from unl. to D, frequency from 1490 kc to 1050 kc, change power from 250 w unl. to 1 kw D, make ant. system changes and make equipment changes. Filed March 26.

Ft. Walton Beach, Fla.—West Fla. Bcstg. Service seeks mod. of cp. (which authorized new station) to change studio location and remote control point to Miramar Hotel, Main St., Ft. Walton Beach. Filed March 22.

WMEN Tallahassee, Fla.—Seeks cp to increase power from 1 kw to 5 kw and make equipment changes. Filed March 27.

WEIM Fitchburg, Mass.—Seeks cp to increase D power from 1 kw to 5 kw, change from DA-2 and make equipment changes. Filed March 28.

WCRB Waltham, Mass.—Seeks cp to increase D power from 1 kw to 5 kw, make DA pattern change, and make equipment changes. Filed March 27.

WCOW South St. Paul, Minn.—Seeks cp to change from South St. Paul to St. Paul and change from non-DA to DA. Filed March 27.

WBIP Booneville, Miss.—Seeks mod. of license to change hours from unl. to Specified Hours: 6 a.m.-6 p.m. Mon.-Sat. and 7 a.m. to 8 p.m. Sun. Filed March 26.

KFJM Grand Forks, N. D.—Seeks cp to change from 1440 kc to 1370 kc, change hours from Specified Hours to D and change power from 500 w N, 1 kw D to 1 kw D only. Filed March 28.

KUBE Pendleton, Ore.—Seeks mod. of cp to change ant.-trans. location, change studio location and remote control point to 236 South East First St., Pendleton, and make ground system changes. Filed March 27.

KGW Portland, Ore.—Seeks mod. of license to change name of licensee to Pioneer Bcstg. Co. Filed March 28.

WHIS Bluefield, W. Va.—Seeks cp to change power from 5 kw unl. to 500 w N and 5 kw D, and change from DA-N to non-DA unl. Filed March 22.

WELD Fisher, W. Va.—Seeks mod. of cp (which authorized new am station) to change ant.-trans. and studio locations to 825 Hutton Run, Fisher. Filed March 27.

APPLICATIONS AMENDED

KOSI Aurora, Colo.—Application for cp to change from D to unl., 1 kw N, 5 kw D amended to change N power to 500 w, install DA-N and make equipment changes. Amended March 28.

KUBC Montrose, Colo.—Application for cp to increase power from 500 w N, 1 kw D to 1 kw N, 5 kw D, and change DA system, amended to change frequency from 1260 kc to 580 kc, change trans. location to 3.2 miles south of Montrose, make DA system changes, and operate trans. by remote control from "on Rte. 4, east of Montrose" while using non-DA. Amended March 28.

KULA Honolulu, T. H.—Application for cp to change ant.-trans. location to west side of Kewalo Basin Entrance, Honolulu, change studio location to 1290 Ala Moana Blvd., Honolulu, make changes in ant. system and operate trans. by remote control amended to change name of applicant to Television Corp of America Ltd., to change studio location to west side of Kewalo Basin Entrance and to delete request to operate trans. by remote control. Amended March 26.

CALL LETTERS ASSIGNED

WCAS Gadsden, Ala.—Etowah Broadcasters Inc., 570 kc, 1 kw D. Changed from WGWD effective June 1 in lieu of previous effective date of March 5.

WTAM Decatur, Ga.—Republic Bcstg. System Inc., 970 kc, 1 kw D. Changed from WGLS effective April 1 in lieu of previously requested call letters WOOP.

KLEX Lexington, Mo.—Lexington Bcstg. Co., 1570 kc, 250 w D.

KJLT North Platte, Neb.—John Townsend, 970 kc, 5 kw D. Changed from KNBR effective March 15.

WGIR Manchester, N. H.—Northeast Bcstg. Corp., 610 kc, 5 kw D, 1 kw N. Changed from WMUR.

WZKY Albemarle, N. C.—Stanly County Bcstg. Co., 1580 kc, 250 w D.

KBOM Mandan, N. D.—Mandan Radio Assn., 1270 kc, 1 kw D, 250 w N. Changed from KGCU effective April 1.

WMNA Gretna, Va.—Central Virginia Bcstg. Co., 730 kc, 1 kw D.

KTUT Tooele, Utah—Tooele County Radio & Television Bcstg., 900 kc, 1 kw D.

WIVV Vieques Island, P.R.—Calvary Baptist Mission of Puerto Rico, 1370 kc, 1 kw unl.

Existing Fm Stations . . .

APPLICATIONS

KELE (FM) Phoenix, Ariz.—Seeks mod. of cp (as mod. which authorized new fm) to change frequency to 95.5 mc. Filed March 27.

WRC-FM Washington, D. C.—Seeks cp to change trans. and studio locations to 4001 Nebraska Ave., N. W., Washington, and ant. height above average terrain to 484 ft. Filed March 27.

CALL LETTERS ASSIGNED

WDOV-FM Dover, Del.—Dover Bcstg. Co., 94.7 mc, 9.4 kw. Changed from WDOX (FM).

Ownership Changes . . .

ACTIONS BY FCC

KBLO Hot Springs, Ark.—Granted assignment of license to **J. Carl Bullard** for $29,500. Mr. Bullard is grocer. Granted March 28.

KRDG Redding, Calif.—Granted assignment of permit to Redding Bcstg. Co. for $1,048. Principals are **Howard N. Martineau** (75%), presently part owner of KDRG, and **Reinard W. Brandley** (25%), civil engineer. Granted March 28.

KBTV (TV) Denver, Colo.—Granted transfer of negative control (50%) to **Webb & Knapp Inc.** for $850,000. W&K is 26.5% owned by **William Zeckendorf,** former ABC director. Condition set that **Artemus Gates** resign as officer and/or director of either W&K or Time Inc. (owner **KLZ-TV Denver**). Granted March 28.

WSAC Radcliff, Ky.—Granted transfer of control to same owners under family control; corporate change only. Granted March 28.

WDYK Cumberland, Md.—Granted transfer of control to Tower Realty Co., licensee of **WCUM-AM-FM Cumberland** for $60,000. Tower plans to exchange frequencies with WDYK and thereafter to relinquish WCUM's present frequency (1490). Granted March 28.

KLWT Lebonon, Mo.—Granted transfer of con-

It's always a **HIT!**

BASEBALL THEME: "Take Me Out to the Ballgame"

STANDARD **SOUND EFFECT No. 404**

Over 1000 Sound Effects—Send for FREE Catalog

Also distributed in
Canada: S. W. Caldwell, Ltd.
447 Jarvis St., Toronto
New York: Charles Michelson, Inc.
45 West 45th St.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

trol to **Mildred Ashenhurst** as fullfillment of will. Miss Ashenhurst is sole owner of department store in Lebanon. Granted March 28.

KCNI Broken Bow, Neb.—Granted application for transfer of control to **Georgia A. Crawford** as beneficiary. Mrs Crawford is widow of **Bud Crawford**, former station owner. Granted March 28.

WXRA Kenmore, N. Y.-WXRC (FM) Buffalo, N. Y.—Granted assignment of licenses to Western New York Bcstg. Co. for $24,500. **Thaddeus Podbielniak**, presently 50% owner, becomes sole owner. Announced March 26.

WIRI (TV) North Pole, N. Y.—Granted transfer of control to **Rollins Bcstg. Inc.** for $500,000 plus. Rollins owns **WJWL Georgetown**, and **WAMS Wilmington**, both **Del.**, **WRAP Norfolk, Va.**, **WNJR Newark, N. J.**, **WBEE Harvey, Ill.**, **WPTZ Indianapolis, Ind.**, and has application in hearing for new am to operate in Philadelphia. Granted March 28.

WHJB Greensburg, Pa.—Granted assignment of license to **WJHB Inc.** No change in control; corporate change only. Announced March 26.

WKBJ Milan, Tenn.—Granted assignment of license to West Tennessee Bcstg. Co. for $7,000. Present stockholders **H. E. Williams** (33.3%) and **Herbert J. Kropf** (33.3%) are retiring from station management and selling stock to remaining five stockholders who will each retain 20% interest. Granted March 28.

KEPO El Paso, Tex.—Granted assignment of license to KEPO Bcstg. Co. for $90,000. Principals include Pres. **John W. Stayton** (51%), attorney, and Secy.-Treas. **Frank W. Stewart** (48%), former 25% owner of **KTNX Austin, Tex.** Granted March 28.

APPLICATIONS

KWAK Stuttgart, Ark.—Seeks transfer of control to **Melvin P. Spann** for $30,000. Mr. Spann, presently 50% owner, will be sole owner. Filed March 26.

KTLN Denver, Colo.—Seeks assignment of control to Radio Denver Inc. for $300,000 plus signing of four-year non-competition agreement for $50,000. Principals are Pres. **Richard B. Wheeler** (22.16%), former general manager of **WTRI (TV) Albany, N. Y.**; Asst. Secy. **Burton K. Wheeler** (22.33%), attorney and former U. S. senator; Vice Pres.-Secy. **John L. Wheeler** (22.16%), asst. secy. and Pacific Coast counsel of Sears Roebuck & Co.; **Robert L. Howsam** (16.67%), pres.-general manager of Denver Bears (baseball), and **Edwin C. Johnson** (16.67%), former U. S. senator and presently governor of Colorado. Filed March 22.

KTAG-TV Lake Charles, La.—Seeks assignment of permit to **KTAG Assoc.** Corporate change only; no change in control. Filed March 27.

WMAG Forest, Miss.—Seeks assignment of license to Scott County Bcstg. Co. WMAG General Manager **Hugh Hughes** will be brought in as 10% stockholder for "one-tenth of the present investment in station WMAG." No change in control. Filed March 27.

WDAM-TV Hattiesburg, Miss.—Seeks assignment of cp to Lion Television Corp. for $100,000 plus agreement to loan up to $100,000 to corporation. Principals are present three station owners, unincorporated, plus new 25% owner **Alvin H. Fine**, clothing store owner. Filed March 27.

WTRI (TV) Albany, N. Y.—Seeks transfer of control to **Stanley Warner Corp.** for $425,000 in notes and cash. Warner is presently 50% owner of station and will be sole owner. Filed March 27.

WLNA Peekskill, N. Y.—Seeks acquisition of negative control by present stockholders **Francis V. Lough** and **Irving E. Cottrell**. Corporate change. Filed March 27.

WCOG Greensboro, N. C.—Seeks transfer of control to **Harold H. Thoms, M. S. Thoms**, and **Matilann S. Thoms** for $67,500. Contingent upon grant of transfer is simultaneously filed application for assignment of license to Messrs. Thoms d/b as WCOG Inc. H. H. Thoms owns 25% of WCOG at present. The Thoms own **WISE-AM-TV Asheville, N. C.**, 75% of **WEAM Arlington, Va.**, and 25% of **WAYS Charlotte, N. C.** Filed March 27.

KSTB Breckenridge, Tex.—Seeks assignment of license to **Radio Breckenridge** for $35,424 in notes. Principals own **KCLW Hamilton, Tex.** Filed March 22.

WBLU Salem, Va.—Seeks assignment of permit to Salem Bcstg. Co. for $3,000. Sole owner is **M. C. Bowers Jr.**, chief engineer of **WBEJ Elizabethton, Tenn.** Filed March 27.

WAUX Waukesha, Wis.—Seeks transfer of control (50%-plus) to **Meldger Figi**, *et al.*, for $50,303. Mr. Figi and another principal, **Charles E. Williams**, each owns 41 to 165 outstanding shares in WAUX. Filed March 26.

Hearing Cases . . .

FINAL DECISION

Canton, Ohio—FCC announced its decision which (1) granted application of Tri-Cities Telecasting Inc., for new tv to operate on ch. 29 in Canton, (2) denied application of Stark Telecasting Corp., and (3) dismissed with prejudice application of The Brush-Moore Newspapers Inc., both also seeking ch. 29 in Canton. Announced March 22.

INITIAL DECISIONS

WTIF Tifton, Ga.—Hearing Examiner Hugh B. Hutchison issued initial decision looking toward (1) setting aside and cancelling Dec. 15, 1954, grant of Radio Tifton for new am (WTIF) to operate on 1570 kc 1 kw D in Tifton and (2) denying said application. (Feb. 10, 1955, Commission postponed effective date of WTIF grant pending hearing and made **WWGS Tifton**, which protested grant, party to proceeding.) Announced March 22.

Presque Isle, Me.—Hearing Examiner H. Gifford Irion issued initial decision looking toward grant of application of Aroostook Bcstg. Corp. for the new tv to operate on ch. 8 in Presque Isle. Action March 27.

OTHER ACTIONS

Tv Station Identification—FCC invites comments by May 23 to notice of proposed rule-making based upon petitions by **WVEC-TV Hampton, Va.**, and **WDSM-TV Superior, Wis.**, for amendment to rules to permit tv stations, under certain conditions, to maintain more than one main studio, to serve more than one principal community, and to include more than one principal community in their station identification. Commission also seeks determination as to whether public interest would be served by including, within scope of amendments permitting dual city location and station identification, situations where main studio of tv station is located astride boundary of two hyphenated cities, channel being assigned to both cities under table of assignments. Announced March 22.

KYAT (TV) Yuma, Ariz.—FCC granted protest by **KIVA (TV) Yuma**, and designated for hearing May 23 application of Wrather-Alvarez Bcstg. Inc., for **KYAT (TV) Yuma** (ch. 13), made protestant party to proceeding; denied KIVA's petition for stay of Jan. 25 grant of Wrather-Alvarez application; authorized latter to utilize its cp and denied its request for waiver of Sec. 3.626 of rules relating to construction and completion dates. Action March 26.

KBOX Modesto, Calif.—Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of application of Stanislaus County Broadcasters Inc., for assignment of license of **KBOX Modesto**, to McClatchy Bcstg. Co., for consideration of $75,000. Action March 26.

Elmira, N. Y.—FCC denied petition by **WTVE (TV) Elmira** for leave to intervene, enlarge issues and reopen record in proceeding involving application of Central New York Bcstg. Corp. for new tv on ch. 18 in Elmira to operate initially as satellite of **WSYR-TV Syracuse**. Action March 28.

Wenatchee, Wash.—FCC ordered hearing on Apple Valley Tv Assn., Wenatchee, to show cause why it should not cease and desist from operating tv "booster" stations without licenses and rebroadcasting programs without authority of originating stations. Hearing will be held in Wenatchee on May 8. Apple Valley Tv Assn. was previously warned of unlicensed operations. Announced March 23.

Fort Wayne, Ind.—FCC denied Broadcast Bureau's petition for clarification of Commission memorandum, opinion and order issued Dec. 9, 1955 (which revised record of proceeding that had been reopened on remand, including decision, to reflect death of Paul V. McNutt and ordered that no further revision is made of Commission's decision of Sept. 29, 1954, granting new tv to Radio Fort Wayne Inc., to operate on ch. 69 in Fort Wayne and denying competing application of James R. Fleming and Paul V. McNutt d/b as Anthony Wayne Bcstg.). Action March 28.

WKYV Harlan, Ky.—FCC denied petition and supplement filed Sept. 12, 1955, and Jan. 31, 1956, by **WHLN Harlan** for enlargement of issues in proceeding on application for new am (WKYV) to operate on 1410 kc, 1 kw D in Harlan. (Nov. 7 Hearing Examiner Basil P. Cooper issued initial decision looking toward affirming and reinstating May 18, 1955, grant of said application, which had been protested by WHLN.) Announced March 22.

KOB Albuquerque, N. M.—FCC took following actions on pleadings in proceeding involving applications of **KOB Albuquerque**, for mod. of cp to operate on 770 kc with 50 kw, unl. and for license to cover same.

Denied petition of **WBZ Boston**, for oral argument on various pleadings and postponement of KOB hearing until disposition of WBZ pleadings; denied petition of KLZ Inc., for removal of its pending application (to increase power of **KXA Seattle, Wash.**, on 770 kc, from 1 kw. unl., to 50 kw unl.) from pending file and that it be consolidated for hearing in KOB proceeding, and for oral argument on its petition; and granted motion of **KWBU Corpus Christi, Tex.**, insofar as it requests leave to intervene in KOB proceeding and denied in all other respects.

Directed KWBU to show cause why license should not be mod. to specify D only and whether such license should be made subject to condition that KWBU shall operate with DA designed to adequately protect KOB from interference, if any, if KOB ultimately is required to operate on 1030 kc.

Granted request of WBZ to extent of revising May 26, 1955, further hearing order so as to waive requirement of standards limiting the showing of skywave signal intensities to Fig. 1 of Commission standards (now Sec. 3.182 [t] of rules) to permit making of specific showing requested; denied requests of **WABC New York** to include channels other than 770 kc and 1030 kc in this proceeding, for issuance of show cause orders and that KOB be ordered to immediately return to operation on its licensed facilities of 1030 kc, 10 kw, unl.; granted request of WBZ to delete hearing issue No. 18 and denied request of KOB for inclusion of similar issue as to WABC and granted in part and denied in part other requests of WBZ, KWBU, WABC and KOB for deletion, enlargement or mod. of issues; and amended hearing issues accordingly.

Routine Roundup . . .

March 22 Applications

Accepted for Filing

Modification of Cp

WARK Hagerstown, Md.—Seeks mod. of cp (which authorized new ant., increase height) for extension of completion date.

WINX Rockville, Md.—Seeks mod. of cp (which authorized change in hours, installation of DA-2) for extension of completion date.

WARE Ware, Mass.—Seeks mod. of cp (which authorized change in hours, installation of DA-N) for extension of completion date.

WSAV-TV Savannah, Ga.—Seeks mod of cp (which authorized new tv) to extend completion date to Oct. 20.

WOOK-TV Washington, D. C.—Seeks mod. of cp (which authorized new tv) to Oct. 1.

Remote Control

KPDQ Portland, Ore.; WSPA Spartanburg, S. C.; KRBA Lufkin, Tex.; WRIS Roanoke, Va.; WVCG Coral Gables, Fla.

Renewal of License

KDTA Delta, Colo.; KBNZ La Junta, Colo.; KSCB Liberal, Kan.; WCOW St. Paul, Minn.; KFOR Lincoln, Neb.; KCRG Enid, Okla.; KTJS Hobart, Okla.; KMUS Muskogee, Okla.; KHBG Okmulgee, Okla.; KFMJ Tulsa, Okla.

March 23 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner James D. Cunningham

KNOE Monroe, La.—Granted motion for continuance of hearing conference from March 28 to April 3, re am application and that of B. J. Parrish, Pine Bluff, Ark. Action March 21.

(Continues on page 108)

Southeastern Fulltime Network

$110,000.00

Rich southeast industrial section. Excellent assets with gross improving annually. Well managed operation; perfect for owner who desires ideal place to live.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford B. Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

Frank H. McIntosh & Assocs.
CONSULTING RADIO ENGINEERS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, STEEL & WALDSCHMITT, INC.
Communications Bldg.
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
303 White Henry Stuart Bldg.
Mutual 3280 Seattle 1, Washington
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
JUSTIN 6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 Crestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER AM-FM-TV
4806 MONTGOMERY LANE
WASHINGTON 14, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE

J. G. ROUNTREE, JR.
5622 Dyer Street
EMerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
1316 S. Kearney Skyline 6-6113
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Adams 4-6393

LOWELL R. WRIGHT
Aeronautical Consultant
serving the radio & tv industry
on aeronautical problems created
by antenna towers
Munsey Bldg., Wash. 4, D. C.
District 7-1740
(nights-holidays telephone
Herndon, Va. 114)

A. E. TOWNE ASSOCS., INC.
TELEVISION and RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV, Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

Member AFCCE

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Assistant manager . . . Eastern Pennsylvania station. Will pull board shift . . . assist in every department except technical. Married with car. Excellent position for man looking for opportunity in expanding company. Send tape, photo, resume to Box 926F, B•T.

Kentucky daytimer needs manager, manager-first phone, combo-first phone, also salesman with some announcing. Box 931F, B•T.

Sales manager for station in booming southern California market. Experienced aggressive sales manager who hits the street himself, has plenty of ideas he can turn into sales and knows how to direct a sales staff. Good opportunity to step up to management for the right man. Salary, commission, overide and fringe benefits. Late photo, sales for several years, past and complete business and personal history in first letter. Box 984F, B•T.

Salesmen

Qualified Salesman, small market daytimer, right man can become manager. Box 702F, B•T.

Aggressive, stable salesman for southeast coastal Negro market station; low frequency, top personalities, top ratings. Very competitive market but this long-established station sell with superior ratings and coverage. 20% against $100 draw for right man. Box 821F, B•T.

Experienced salesman for Texas ABC station. Good market. Good deal. Box 929F, B•T.

Immediate opening radio salesman who can assume responsibilities of assistant manager with possibility of leading to manager's position. Position is with one of the youngest and most aggressive radio and tv owners having several radio stations and tv properties. A great future potential for the right man. Confidential. Box 970F, B•T.

Need good salesman at once. Big potential if you are willing to work. Reply immediately. Box 985F, B•T.

Experienced radio salesman. Give complete personal details and current earnings first letter. KVOR, Colorado Springs, Colo.

Wanted: Radio time salesman. 10kw network affiliate in top market. Apply KTBS, Shreveport, La.

Salesman, radio-tv commercials. Travel southern territory. Substantial drawing and expense account. Give details, age, experience, and references. Write Dynamic Productions, Inc., Dome Building, Chattanooga, Tennessee.

RADIO

Help Wanted—(Cont'd)

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Announcer-operator board, some experience in play-by-play for permanent position in progressive 1000 watt, clear channel station in midwest. Extra benefits available. State salary, availability in application . . . reply Box 769F, B•T.

Announcer with above average ability for above average small station in the east. Our staff has an above average deal. You must be experienced. We're not looking for network material but a level headed man who can run board and follow station policy. Good basic salary with increments. Box 850F, B•T.

Announcer-engineer with first class ticket. Excellent opportunity with established Pennsylvania radio station. May have opportunity to learn tv also. Experience helpful but not necessary. We'll train you. Pleasant medium-sized city near large population centers. Congenial staff. Box 872F, B•T.

Up to $120.00 a week straight salary for top DJ to do 30 hours air work weekly. Pleasant small town in Great Lakes area. Best working conditions. Rush picture, tape and references. Box 893F, B•T.

Combination man—announcer-engineer with first class ticket, northeast. Box 925F, B•T.

Announcer—immediate opening for experienced man. Must have car. 1000 watt daytimer in eastern Pa. One of chain. Excellent opportunity for advancement to executive or sales positions. Paid vacations, time and half, etc. Write to Box 934F, B•T.

Announcer: Prefer one with first class ticket but will consider all applicants. Illinois. Pay commensurate with experience and ability. Box 945F, B•T.

Announcer-engineer with first class ticket for 5kw network station in major city of market 250,000 in northeastern state. Want man who can become local personality. Box 979F, B•T.

Wanted, two announcers. Needed immediately at leading 1000 watt daytime independent on east coast. Must have pleasing voices, writing ability, desire to work hard with lots of enthusiasm and stay put. Good salary and profit-sharing plan. Excellent opportunity for news, sports, and program director. Minimum experience, two years. Send full resume and tape to Box 982F, B•T.

DISC JOCKEYS: Want to join Noemac?

There are now openings for top-flight men in several of the top-rated NOEMAC stations. NOEMAC stations are KLIF, Dallas; WRIT, Milwaukee; WNOE, New Orleans; KELP, El Paso; WGLS, Greater Atlanta; KNOE and KNOE-TV, Monroe, Louisiana and KTSA, San Antonio, Texas—the latter subject to FCC approval.

If you are good—especially if you have a "different" style—send us a tape and prepare for advancement in the expanding NOEMAC group. Send tapes to:

Gordon McLendon
2104 Jackson Street
Dallas, Texas

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer—$80.00 to $90.00 per week starting salary with top rated independent station in college town of 10,000. Ideal working conditions and retirement plan. Want experienced, production-minded announcer who can write, edit and deliver news and can handle personality record show. Prefer man from midwest. Send tape, full details to Kay Melia, Program Director, KAYS, Hays, Kansas.

Join the staff of the fastest growing station in south Texas. Need a man that knows radio from engineering to selling and from copywriting to sports. KBLP, Falfurrias, Texas.

Opening for announcer-engineer. Five kilowatt, San Joaquin Valley independent. First phone. Experience, references, photo, first letter. KCHJ, P.O. Box 262, Delano, California.

Young man who knows some radio and would like to learn more. Must have good voice and ability to meet people. KFRD, Rosenberg, Texas.

Wanted: Experienced announcer—good salary. Car necessary. Send tape, photo and resume first letter to KSCB, Liberal, Kansas.

Experienced DJ—combo operation—Must have top voice and knowledge of music—$2.41½ per hour. Send resume with tape (tapes returned) KSPO, Realty Building, Spokane, Washington.

Announcer. Music, news, board work. Wire or write Tom Anderson, WGEZ, Beloit, Wisconsin. State salary, experience or training in application.

Have opening for experienced, reliable staff announcer with sports ability. Rush photo, tape and full details to Fred Krell, WSGW, Saginaw, Michigan.

Announcer-DJ for pop, hillbilly and rythym & blues shows. Must have good commercial delivery. Excellent pay for right man. Must be dependable and permanent. Friendly, fast growing city of 50,000. Send resume and tape to John Garrison, WFUN, Huntsville, Alabama. All tapes returned immediately.

Announcer-engineer, first phone, experience not necessary. Prefer single man, accent on announcing, ability to work into sales and service. $60.00 per week. Start April 15. Contact Carl Pugh, Waynesboro, Georgia.

Northwest graduates working in radio and tv (including Northwest Broadcasting School graduates) we are forming a national alumni association and I have a special gift for you. Get in touch with me as soon as possible. Bill Sawyer, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Technical

Wanted: Experienced transmitter engineer for 5kw fulltime network affiliate in southeast. Excellent working schedule. Box 939F, B•T.

Radio and television technical personnel. Midwestern city of half million. Good salary and working conditions. Other benefits. Finest equipment. First phone required. In reply state experience, education, draft status, and send snapshot. Box 940F, B•T.

Wanted: First class engineer with sports announcing experience. Must know and have experience in transmitter, studio, remote control and tape recorder installation and maintenance. Right job for good man in the south. Send tape. Box 951F, B•T.

Need good chief engineer-announcer immediately for west Texas kilowatt daytimer. Excellent salary, permanent position for top-flight man. Send tape, photo and resume to Mike Barrett, KTFY, Brownfield, Texas.

Permanent first class transmitter engineer, no announcing, no experience necessary. WAMS, Wilmington, Delaware.

Wanted immediately, combination first ticket engineer-announcer with emphasis on announcing. Good pay. Central location in south. Apply WGAD, Gadsden, Alabama.

Immediate opening first phone engineer. Permanent position. Phone or wire Frank Laughlin, WGEM Radio & Tv, Channel 10, NBC - ABC, Quincy, Illinois. Phone BA 2-6840.

First class operator, am-fm-tv. No announcing. $2.30 hour top. Contact M. M. Crain, Chief Engineer, WLBC-TV, Muncie, Indiana.

Wanted: Radio engineer; first class radio telephone license; strong on maintenance. No operating tricks. Apply Chief Engineer, Radio Station WRIV, 29 East Main Street, Riverhead, Long Island, N. Y.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

News editor to gather, edit and report local news. Kw Pennsylvania daytime. Box 873F, B•T.

Experienced continuity writer. Male or female. Account servicing preferably. Give background, references, work sample, photograph, salary. KHUB, Watsonville, California.

Continuity writer—secretary, for new 500 watt daytime station. Good opportunity for future. Send sample copy, photo, salary requirements in first letter. Immediate opening. WADS, Ansonia, Conn.

Situations Wanted

Managerial

Twenty years radio-television management, general operations and sales. Prefer general management, but consider attractive sales or program proposal. Box 562F, B•T.

Manager—successful radio and family man desires permanency in medium to large market. Currently sales manager, medium western market. Want to move up. Box 958F, B•T.

Announcers

Top rated deejay, five years experience. Prefer southeast or Florida. Experienced in production spots. $100. Box 928F, B•T.

Staff announcer. Desires position in east. 12 months experience. Control board operation. Box 932F, B•T.

Soon available—top sports announcer—strong on news—10 years experience. Best references—west location. Box 933F, B•T.

Announcer, negro. Real gone. Cool personality. Some experience. Tape available. Box 936F, B•T.

Recent broadcasting school graduate, good DJ, news, sports, board, tape. Box 937F, B•T.

Top-flight pop DJ now with 5kw network affiliate would like to become associated with good station in south or southwest. Can also do news, sports. Box 942F, B•T.

Announcer-salesman. One year announcing experience, third class ticket. Eager to learn selling small station southeast. Box 943F, B•T.

Outstanding young play-by-play specialist, all sports—tape backs me up—4 years experience all phases—Ivy college graduate—available July. Box 944F, B•T.

Pops and jazz DJ desires opportunity in metropolitan market. Have delivered audiences for 13 years. 37, married, 3 children, combat leg amputee WW II, very, very deep voice. Emcee, produced jazz concerts. Steve Allen-type interviewer. You won't regret giving me this chance. Presently employed am-tv. Down to earth, no "cool" jargon. Box 956F, B•T.

Experienced announcer, DJ, reliable, ambitious, married, available immediately. Box 959F, B•T.

Experienced announcer, 4 years, news, music, DJ. Fine voice, tape. First phone. Box 971F, B•T.

Negro announcer, sales. Single, 27, College background, will travel. Available immediately. Box 972F, B•T.

DJ, personality plus creative. Willing to start at bottom. Hard worker. Good references. Draft exempt. Box 973F, B•T.

Staff announcer, personality DJ. commercials that sell. Good voice. Musician, comic MC, live camera experience. Tape. Box 975F, B•T.

Deep resonant voiced announcer with working knowledge of the business. Prefer news. commercial, DJ. Third class ticket. Available immediately. Box 976F, B•T.

Southern Florida—young announcer, DJ. Good all around sell. Recordings on request. Box 981F, B•T.

Staff announcer, recent SRT graduate, good personality, selling voice, will relocate, preferably New England states. Tape. resume, available. Cliff Cramer, 4624 258th Street, Great Neck, N. Y. GN 2-2399-J.

Two years radio. Desire music-news operation. Charlie Doll, 907 Clinton, Hoboken, N. J. Ho 4-9976.

RADIO

Situations Wanted—(Cont'd)

Announcers

Married, sales-minded, sober, young veteran available for employment. Formerly DJ, announcer, news (actor, singer) 100,000 watt American Forces Network. References. Any good radio offer considered. California, Florida, climate preferred. Progress with station. Roy Forman, 2002 Blaine, Detroit 6, Michigan. TY 7-3621.

Dependable staff announcer. Small station desired. Will travel. James L. Moran, 1061 Mayfair Road, Union, New Jersey.

Technical

Technician or combo—seeks permanent position. Graduate American TV laboratories, Los Angeles, California. First phone—married, veteran, sober, dependable. Tape-photo-resume. Box 822F, B•T.

Chief engineer, experienced, construction, maintenance, directionals, measurements and remote control. Box 880F, B•T.

Chief engineer-announcer. Have good voice. Also experience in time sales. Permanent. South. Box 948F, B•T.

Control room operator—thoroughly experienced all phases control room operation. Day or night work. Prefer east. Box 963F, B•T.

Programming-Production, Others

Here's the right Negro girl for radio and tv! Experienced. Single. Will travel. Box 555F, B•T.

Experienced news editor: Last five years top-rated metropolitan tv—5kw newscaster. Established newsroom, contribute experienced existing facility. Favorite sport . . . scooping newspapers. Excellent voice, references, newspaper background. Employed, 32, college. Box 947F, B•T.

Announcer, thoroughly experienced radio-tv, desires permanency or summer replacement eastern market. Box 950F, B•T.

Experienced newsman, covers beat, writes, broadcasts. College graduate. Family. Veteran. Box 957F, B•T.

Desire change to program or news. Presently manager . . . 5 years here. 9 years radio. Pilot. Available June 1st. Box 983F, B•T.

14 years experience programming, writing, production, announcing, publicity plus 3 years general manager. Steady, dependable, efficient. What do you have? Norm Fisher, 308-3 Avenue S. E., Jamestown, North Dakota. Phone 842-J.

Experienced—newscaster, disc jockey, continuity writer. Excellent voice, creative, versatile, dependable. Desire permanent position with progressive, organized operation. Contact Dick Landfield, 250 N. Monroe, Decatur, Illinois, Telephone 3-2688.

TELEVISION

Help Wanted

Managerial

Manager wanted for top rated CBS affiliate in rapidly expanding Louisiana market, preferably a manager-investor. Background and experience in both management and sales a must. Send complete resume, references, recent photograph, expected earnings. Replies held strictly confidential. Box 727F, B•T.

Salesmen

Super-pay for super tv salesman-promotion. If you are making under $15,000 write Box 861F, B•T.

Technical

Opening exists in engineering department of maximum power station, vhf, for recent tv school graduate with or without experience. First class license desirable. Contact W. E. Neill, WFMY, Greensboro, N. C.

Newspaper owned tv station has immediate opening for controlroom technicians. Send complete background qualifications, photo to Wallace Wurz, Chief Engineer, WTVH-TV, Peoria, Illinois.

Programming-Production, Others

Large journalism school needs television newsman experienced in news photography, to teach, beginning June or September. Permanent. Can do graduate work. Box 930F, B•T.

Continuity writer for Michigan vhf station. Must have experience in tv, radio or print copywriting, training in these fields or show proof of aptitude for continuity work. Opportunity for trained person to step into steady job or for qualified trainee to learn trade under experienced people. Send resume of training and experience to Box 961F, B•T.

Assistant continuity writer for midwest television station. Television experience not necessary. Must have radio background. Give full details including salary requirements. Box 938F, B•T.

Man experienced in directing and production work, to be responsible for creation and execution of commercial for local accounts at established vhf station affiliated with all networks. Good salary. Contact Bob Morrison, WKBT, LaCrosse, Wisc.

(Continued on next page)

STATION MANAGER

THAT'S WHAT YOU CAN EARN AS MANAGER OF THE OK GROUP'S NEWEST SPECIALIZED RADIO STATION WLOK, MEMPHIS, TENNESSEE

$10,000 to $20,000

You will be paid on a percentage of the gross billing plus year-end bonus, and from past experience with other stations, these are realistic figures.

This is what we want in our man:

(1) Considerable experience in national and regional sales as you will be selling the entire 5 station OK Group in addition to your own station.

(2) Handle, develop and train aggressive, hard hitting local sales staff.

(3) Any experience in specialized Negro radio or as national rep will help, but not essential.

(4) You must be under 40 with proven record that will stand investigation.

Position is open now. Applications treated in confidence. Write giving full history to Stanley W. Ray, Jr., The OK Group, 505 Baronne Street, New Orleans, Louisiana.

P. S.: We can also use a top-notch salesman at $6,000 minimum guarantee.

TELEVISION

Situations Wanted

Managerial

Manager, commercial manager, or programming manager experienced all these phases tv and radio. Fourteen years experience include network and agency. 37 years old; excellent references; presently employed. Box 864F, B•T.

Mr. Tv Station Owner! I've been operations director in four tv stations, one u and three v's. With each one two to three months prior on-air date. Understand every economy operation procedure including top efficiency from absolute minimum personnel, personally announce, director-switcher, write-produce spots, programs, sales presentations, publicity, promotion. Prefer station not yet on air; under new ownership; or one that must reduce operating costs without lowering program standards. Guarantee results in six months, on trial-basis proposition if desired. Available two weeks or sooner if imperative. Prefer south but locate anywhere. Excellent trade, past-present employer references. Box 954F, B•T.

Desire vhf managerial position west of Mississippi. Young enough to be vigorous, mature enough for responsibility. Excellent radio-tv background in production, sales management, administration. Presently sales manager tv ,ready for advancement. Good references. Box 966F, B•T.

General manager—over 20 years successful experience in radio-television, all phases. Presently manager small market dual operation. Seeking larger operation with greater potential. All replies confidential. Box 968F, B•T.

Salesmen

Sales, tv film buyer. 10 years industrial features, etc. Desire overseas offer. Resume upon request. Box 977F, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Experienced radio announcer desires permanent position. Affable, versatile, dependable, married, veteran. Exceptional potential. Box 949F, B•T.

Announcer, commercial delivery that sells. Authoritative newscasts. Experienced MC, entertainer. Six years radio, some tv. Age 28, family. Box 787F, B•T.

Married, sober, young, handsome veteran. Experi- radio wishes start in tv. Natural delivery. References. Roy Forman, 2002 Blaine, Detroit 6, Michigan. TY 7-3621.

Technical

Chief engineer, presently employed, 15 years tv and broadcasting experience desires responsible position with established station. Prefer south or west. Box 885F, B•T.

1st phone, tv school grad. 2½ years experience radio and tv. Box 906F, B•T.

Chief engineer of proven ability desires to relocate in southwest. Have EE degree and eight years experience, three as chief engineer. Box 962F, B•T.

Programming-Production, Others

Versatility a speciality! Experienced air personality, director, cartoonist, writer, announcer. Do popular weather, children's shows. Good MC, newscaster, solid commercials. College grad, experienced all phases production. Box 927F, B•T.

Television production graduate and student technician requires position in station. Box 935F, B•T.

Dependable film director with two years experience in all phases of film work. College degree, excellent references. Desires permanent position with future. Box 952F, B•T.

Cameraman: Principal filmer-producer on several Disney live-actions desires to re-locate. Qualified for wildlife, documentary, adventure. Talented! For details write Box 953F, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Graduate June. Vet. Degree in tv. Want job leading to tv production-directing. East preferred. Write to Box 960F, B•T.

Film director and film buyer: Experienced all angles film buying. Box 964F, B•T.

Director—experienced—will handle switcher—familiar with operation most tv gear; camera, projection, etc. Box 965F, B•T.

Cameraman-floorman, married, 3 years experience, all studio operation. Best references. Box 978F, B•T.

Aggressive, energetic, and intelligent young program director wants same position with forward-looking television operation. Nine years creative, commercial television. Experienced in film, production, and programming. Best references. Box 980F, B•T.

Top hand, rancho video. Engineer, first phone, can double as western program MC. Trick roper, writer, maintenance. Address "Rancho", 209½ E. Ashby, San Antonio, Texas.

FOR SALE

Stations

New England—$72,000.00 cash; Gross $1,500.00 weekly; expense $1,000 weekly. Virginias—Profitable; $100,000.00; only $30,000.00 down. New York—$50,000.00; $30,000.00 down or $42,000.00 cash. Pennsylvania—$40,000.00; half cash. New York—$80,000, terms; Gross $65,000.00 Net $15,000.00; Land and building worth $50,000.00 included. Haskell Bloomberg, Business Broker, Radio, Television, Newspaper, Advertising Agency, 208 Fairmount Street, Lowell, Massachussetts, telephone GLenview 5-5823.

Television station, VHF, 3rd in area, medium to larger market. Sales of assets priced at cost. Cash required $50,000. Buyer must be prepared to operate. Paul H. Chapman Co., 84 Peachtree, Atlanta.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...

Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers
- Film editing equipment
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome Call Northwest *first*. Our Employment Counselor . . . John Birrel . . . assures you of immediate, personal attention

SUBSCRIBER TO NARTB

RADIO & TELEVISION

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W RE 7-0343

FOR SALE—(Cont'd)

Stations

Piedmont section of Carolina, metropolitan market full time regional. Priced within one and one quarter gross at $135,000, half cash, balance terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Middle south, small markets stations, total price under $30,000. Paul H. Chapman Co., 84 Peachtree, Atlanta.

We offer one of the finest list of radio and tv buys in the United States. Ask for our bulletin. Free and no obligation. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Offering West Virginia indie for $60,000, all cash. Billing $4,500.00 per month. Expenses $3.000.00. Good past record. Good potential. Also Western Pennsylvania indie in black, $40,000.00 asked, one-half down. Both small market operations. John Hanly, 1739 Connecticut Avenue, N. W., Washington, D. C.

Some new fine listings on eastern stations are now available for qualified buyers. John Hanly, 1739 Connecticut, N. W., Washington, D. C.

Equipment

Transmission line, communication products, 3⅛ inch, 51.5 ohm line cat #101-506, nitrogen pressurized and in service, available approximately April 1, 1956. F.O.B. Cincinnati. 50—20 foot sections and assorted elbows and fittings and shorter lengths. Box 772F, B•T.

Accepting bids on 10kw, fm type, BTF-10B, RCA transmitter, complete and in excellent condition, presently in operation. Box 857F, B•T.

Opportunity for your to modernize your present turntables. Three brand new Gray playback arms, slightly used, Model 106-SP. Ready for whatever cartridge (standard or microgroove) you wish to use. Will sell any or all. Contact R. A. Pugsley, KFOR, Lincoln, Nebraska.

1 kw 20T Collins transmitter in first-class condition, like new, plus a 5-year supply of main tubes. Purchased in 1950 and used only 2 years. Call or write Werner Weiss, Chief Engineer, WLIN, Merrill, Wisconsin.

Boothe Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive aircraft—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, and places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by BLC are tax deductible expense items. Write or call Gene O'Fallon & Sons, Inc., 550 Lincoln Street, Denver 3, Colorado. KEystone 4-8281.

Executive car leasing company—Lease a new 1956 Cadillac for only $155.00 per month—Drive a new 1956 Cadillac without investing one cent. Low rental payments include license, taxes, insurance, registration fee. 100% tax deductible. No waiting for model, color or accessories you want. Other makes 1956 cars can also be leased at much lower rate. Call or write Gene O'Fallon & Sons, Inc., 550 Lincoln Street, Denver 3, Colorado. KEystone 4-8281.

Television equipment: Camera lenses and optics from the world's largest source. Available from our stock. We are prepared to make prompt shipment from extreme wide angle to extreme telephoto. Color corrected, precision mounted optics now used by major chains. Lists available by return mail. Rental—purchase plan for tight budgets. Write Thomas James, Burke & James, Inc., 321 S. Wabash Avenue, Chicago 4, Illinois.

FOR SALE—(Cont'd)

Equipment

Frequency extension kit, consisting of six high pressure nitrogen condensers, rated 25,000 volts. Current rating approximately 40 ams at 2 mc. Unused in original package. Manufactured E. F. Johnson Co. Sacrifice. Harry J. Abrams, 124 L Street, N. E., Washington 2, D. C

Magnecord PT6-JAH recorder, newly new $450.00. John Monroe, Box 541, Elk City, Oklahoma.

WANTED TO BUY

Stations

All, part or lease good radio property. Owner-manager, successful operator. Box 797F, B•T.

Small-medium station. North-central-northwest. Individual buyer manager. Send details. Replies confidential. Box 967F, B•T.

Responsible group wants to buy tv or radio-tv operation. Give full details. Replies confidential. Box 969F, B•T.

Well-financed Chicago group wants small-market midwest radio property. Outright purchase or management contract with purchase option. Box 986F, B•T.

Border state station. Several prospective buyers. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Stations wanted now! Oklahoma, Texas, Colorado, Missouri, Arkansas, Kansas. Ralph Erwin, Exclusive Broker of Theatres and radio-tv properties, 1443 South Trenton, Tulsa.

Equipment

Wanted to buy: Complete equipment for 1kw am station. Box 854F, B•T.

Wanted: Complete equipment for 3kw fm station. Must be in good condition. List all equipment and state best price. Box 856F, B•T.

Cash paid for operating condition 3kw fm transmitter, antenna, monitor. Prefer West Coast. State make, condition, lowest crated F.O.B. price. Box 902F, B•T.

Wanted: Good late model 1kw transmitter for high end of broadcast band. No composites. Must be in top condition. Cash. Reply Box 912F, B•T.

Wanted to buy: General Electric limiting amplifier, type BA-5-A. State condition, price. Chief Engineer, KHFS, Vancouver, Washington.

Need high-gain used fm antenna. Quote condition and location. Price must be reasonable. Contact KSTN, Stockton, California.

Wanted: 3 bay tv antenna for Channel 2. Write to XHNL-TV, Apartado 1875, Monterrey, N. L., Mexico.

MISCELLANEOUS

Will spend $1,000 a month for good film-western, mystery, drama, comedy. Write Box 860F, B•T.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

RADIO

Help Wanted

Salesmen

VALUABLE FRANCHISE FOR EXECUTIVE SALESMEN

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference required. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FORECAST, 1724 20th St., N. W., Washington 9, D. C.

Programming-Production, Others

LOOKING FOR TOP-NOTCH NEWSMAN

1. **Experienced in writing and gathering radio (NOT newspaper) news.**
2. **Young, aggressive and not afraid of work and putting in hours. The man who gets this job will have to change the present thinking of the News Department.**
3. **Must have a nose for news, not just copying down what appears on police blotters.**
4. **Must be willing to live with a portable tape recorder and have "fire-horse" instincts at first sign of trouble.**
5. **Also, must be capable of writing good news and have common sense as to good taste and libelous material.**

Station is located in the Midwest — local channel—24 hour operation. Salary is commensurate with above qualifications. Send photo, complete background and tape if available. (All replies held in strict confidence).

Box 941F, B•T

INTERESTED IN BUYING ONE OR MORE RADIO STATIONS. HAS TO BE NUMBER 1 IN MARKET OR ONE OF THE TOP TWO STATIONS. YEARLY GROSS BILLING TO BE A MINIMUM OF $150,000. WILL DISCUSS WITH PRINCIPALS OR BROKERS. BOX 974F, B•T

PROMOTION & PUBLICITY

Well established midwest independent needs experienced, aggressive person. Must be good writer, know layout and have lots of ideas. Good salary commensurate with ability. Send complete resume, picture, and sample of work with first letter.

Box 955F, B•T

RADIO

Situations Wanted

Production-Programming, Others

WILLING TO WORK . . . BUT—

I want to do it for a progressive station with a manager who knows what he's doing. I'm young enough to have ideas and enthusiasm, but old enough to have the experience you want in a Program Director, Assistant Manager, or similar supervisor. Seven successful years in Radio-TV. Excellent record and qualifications. Employed, but ready for more responsibility and/or larger market.

Box 946F, B•T

TELEVISION

Situations Wanted

Production-Programming, Others

—NEWS • SPECIAL EVENTS—

Top producer, writer, performer in large eastern AM-TV operation will take post with news-production challenge. TV and/or radio.

Eight years experience and TOP RESULTS documented in success-story brochure sent on request.

Family—college—ability. Write or wire now.

Box 735F, B•T

FOR SALE

Equipment

TRADE-IN TRANSMITTERS

Gates BC-1E 1kw, about 7 years old, now on 1310kc. Price as is, $3,100.00, or tuned, tested and crystalled to your frequency, $3,250.00.

Gates BC-250GY 250 watt, about three years old. Available end of April. Price as is, $1,500.00, or tuned, tested and crystalled to your frequency, $1,650.00.

Gates BC-250D deluxe 250 watt with voltage regulator. 9 years old. Original $3,650.00 seller. Price as is, $1,400.00.

Gates 250C 250 watt, about 8 years old. Now on 1450kc. Available early April. Price as is $1,000.00.

Collins 20T 1kw. This is the large model made in late 40's. 230 volt 3 phase primary. Price as it, $3,300.00

Above transmittters all FCC approved and with one set tubes, one crystal and oven. Subject to prior sales. Terms 25% with order, balance at time of delivery.

Write, wire or phone

Robert Kuhl
Gates Radio Company
Telephone Baldwin 2-8202
Quincy, Illinois

(Continues from page 102)

By Hearing Examiner Herbert Sharfman

Grand Prairie, Tex.—On examiner's own motion, ordered further prehearing conference re am applications of Grand Prairie Bcstg. Co., Grand Prairie, *et al.*, be continued from April 2 to April 3. Action March 21.

Grand Prairie Bcstg. Co., Grand Prairie, Tex.—Granted petition for leave to amend its am application by proposing new trans. site as result of air hazard disapproval of its previous sites, as well as by showing measurements from **KSEO Durant, Okla.**, to new site, and application as amended is retained in hearing. Action March 21.

By Hearing Examiner Hugh B. Hutchison

Pittsburgh, Pa.—Issued statement and order setting forth determinations and rulings which shall govern course of hearing in ch. 11 proceeding, Pittsburgh, involving applications of WWSW Inc. and Pittsburgh Radio Supply House Inc. and application of **WWSW Inc.** for mod of cp, and further ordered that taking of testimony shall commence April 11. Action March 21.

By Hearing Examiner J. D. Bond

WLAQ Rome, Ga.—Upon motion for correction of hearing transcript filed Jan. 23 by Jane F. Mooney, *et al.* and News Pub. Co. and review having been made of transcript re applications for consent to transfer of control of **WLAQ Rome** and for renewal of license, ordered certain specified correction. Action March 21.

By Hearing Examiner Basil P. Cooper

Munising-Alger Bcstg. Co., Munising, Mich.—Granted petition for leave to amend filed Jan. 24, specifying that **Richard E. Hunt** will not contribute cash for proposed construction and operation of its am station and its petition filed March 9, specifying source of funds to be made available by **Charles A. Symon** and **Stanley L. Sadak.** Action March 19.

Salisbury, Md.—Granted petition of **Hoyt C. Murphy** to amend his am application to request use of 1470 kc, 5 kw, D, using DA (in lieu of 1320 kc, 500 w D), to change cost of construction and provide current financial information and application, as amended, is removed from hearing and returned to processing line; application of **Elizabeth** and **W. Courtney Evans** also removed from hearing and returned to processing line. Action March 20.

By Hearing Examiner Thomas H. Donahue

Shreveport, La.—Ordered conference re am application of Twin City Bcstg. Co., Shreveport, on March 26. Action March 22.

March 26 Decisions

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

WDBM Statesville, N. C.—Granted petition for extension of time to March 30 to file exceptions to initial decision and to April 6 to file replies to such exceptions as may be filed re am application of WDBM. Action March 23.

By Hearing Examiner James D. Cunningham

Pine Bluff, Ark.—Ordered that, April 3, oral argument will be heard in support of or in opposition to all pending pleadings to amend am applications of B. J. Parrish, Pine Bluff, Ark. which were filed pursuant to understanding reached during hearing conference Feb. 21. Action March 22.

By Hearing Examiner Annie Neal Huntting

Lawrenceville Bcstg. Co., Lawrenceville, Ill.—Granted informal request for extension of time from March 23 to March 28 to exchange direct writtten cases and informal consent thereto by all other parties, re its am application and that of Southern Indiana Broadcasters Inc., Newburgh, Ind. Action March 23.

By Hearing Examiner Herbert Sharfman

Lake Huron Bcstg. Corp., Saginaw, Mich.; Inland Bcstg. Co., Lansing, Mich.; Sparton Bcstg. Co., Cadillac, Mich.—Granted motion of March 22 filed by protestants for continuance of further hearing from March 28 to April 2 in proceeding re application of **WJRT (TV)** Flint, Mich., for mod. of cp (ch. 12). Action March 23.

South Dakota—Issued statement and order after prehearing conference including continuance of hearing in ch. 5 proceeding, involving applications of Black Hills Broadcast Co. of Rapid City, Lead, and The Heart of the Black Hills Stations, Deadwood, setting forth agreements reached between parties and approved by hearing examiner. Following schedule is set: exchange of written case May 25; further conference June 5; commencement of evidentiary hearing June 20 (continued from April 16). Action March 23.

By Hearing Examiner J. D. Bond

Eatontown-Long Branch, N. J.—Ordered conference April 3 re am applications of Harold M. Gade, Eatontown, Monmouth County Broadcasters, Long Branch, and Long Branch Bcstg. Co., Long Branch. Action March 22.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of March 23

KBHS Hot Springs, Ark.—Granted authority to operate trans. by remote control from 113 Third Street, Hot Springs National Park.

KGUL Galveston, Tex.—Granted mod. of cp to make minor equipment changes; ERP; vis. 263 kw, aur. 132 kw; ant. 1,185 ft.

Following were granted extensions of completion dates as shown: **WARE Ware, Mass.**, to 10-30-56; **WINX Rockville, Md.**, to 7-1-56, conditions; **WARK Hagerstown, Md.**, to 5-1-56; **WSAV-TV Savannah, Ga.**, to 10-20-56; **KHBC-TV Honolulu, T. H.**, to 10-13-56; **KTVE (TV) Longview, Tex.**, to 7-15-56; **WCBF-TV Rochester, N. Y.**, to 7-16-56; **KGEO-TV Enid, Okla.**, to 9-30-56; **WAFB-TV Baton Rouge, La.**, to 10-20-56; **WORA-TV Mayaguez, P.R.**, to 9-27-56; **WMGT (TV) Pittsfield, Mass.**, to 9-1-56.

Actions of March 22

KWIQ Moses Lake, Wash.—Granted license for am station.

KMAP Bakersfield, Calif.—Granted license for am station.

KCHR Charleston, Mo.—Granted permission to sign-off at 6 p.m. April through Sept., except for special occasions when station may operate until licensed sign-off time.

WIZZ Streator, Ill.—Granted permission to sign-off at 6 p.m. April through Sept. or in event that daylight saving time is extended beyond Sept. 29, then through such extended period, but not beyond Oct. 31.

WDOX Dover, Del.—Set aside action of March 15, granting BLH-1101 since application for license had not been amended to reflect change in name.

WDDT Greenville, Miss.—Granted mod. of cp to operate trans. by remote control from 207 Main St.

KTIX Seattle, Wash.—Granted mod. of cp to change ant.-trans. and studio location to Rt. 1, Box 196, 2 Manitou Beach Rd., Winslow, Wash., and 500 Wall St., Seattle, respectively, and remote control operation of trans. from 500 Wall St.

Following were granted extensions of completion dates as shown: **WBGC Chipley, Fla.**, to 4-30-56; **KNAK Salt Lake City Utah**, to 7-15-56, conditions; **KLIZ Brainerd, Minn.**, to 4-10-56.

Following stations were granted authority to operate transmitters by remote control: **WRIS Roanoke, Va.; KRBA Lufkin, Tex.; WSPA Spartanburg, S. C.; KPDQ Portland, Ore.**

FOR SALE

Equipment

EQUIPMENT

Blaw-Knox 385 foot self-supporting TV or FM tower, fully equipped. Also available, 50 foot Western Electric type 54-A, 8-section antenna and 10 kilowatt Western Electric transmitter. All equipment in excellent condition and priced to SELL QUICKLY at LESS THAN HALF THE REPLACEMENT COST. Will consider total package sale or individual units. Box 827F, B•T.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Equipment

WANTED

FEDERAL FIELD INTENSITY METER — TYPE 101 WITH LOOPS. CONTACT KARL NEUWIRTH, 16 MAY PLACE, NUTLEY, NEW JERSEY.

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

Actions of March 21

WHDL-FM Olean, N. Y.—Granted request to cancel authorization for SCA.

WLCS-FM Baton Rouge, La.—Granted request to cancel license of fm station and delete call letters.

WJAR Providence, R. I.—Granted authority to operate trans. by remote control from 176 Weybosset St., while using non-DA.

WUNC Chapel Hill, N. C.—Granted cp to replace expired permit (which authorized changes in licensed educational station) which expired 9-17-55.

KELE (FM) Phoenix, Ariz.—Granted mod. of cp to change ERP to 18 kw, ant. height to 115 ft., change ant. system.

Following were granted extensions of completion dates as shown: **WTVK Knoxville, Tenn.**, to 10-19-56; **WDMJ-TV Marquette, Mich.**, to 10--19-56; **KVTV (TV) Sioux City, Iowa**, to 5-1-56; **KTRE-TV Lufkin, Tex.**, to 10-1-56.

Actions of March 20

WDMJ-TV Marquette, Mich.—Granted STA to operate commercially on ch. 6 for period ending April 19.

WINN Louisville, Ky.—Granted authority to operate trans. by remote control from 333 Guthrie St.

WAEB Allentown, Pa.—Granted license covering changes in DA-D pattern.

KRRV Sherman, Texas—Granted extension of completion date to 4-20-56.

Actions of March 19

WVET Rochester, N. Y.—Granted cp to change ant.-trans. location to Winton Rd., Brighton, N. Y.

KSCU (FM) Santa Clara, Calif.—Granted cp to replace permit (which replaced expired permit, which authorized new educational fm station) which expired 1-9-56.

WNYC-FM New York, N. Y.—Granted cp to replace expired permit (which replaced expired permit which authorized changes in licensed station) which expired 1-16-56.

March 26 Applications

Accepted for Filing

Renewal of License

KMDO Fort Scott, Kan.; KWSK Pratt, Kan.; KFBI Wichita, Kan.; KMMJ Grand Island, Neb.; KOLT Scottsbluff, Neb.; KMTV (TV) Omaha, Neb.; WOW-TV Omaha, Neb.; KTVX (TV) Muskogee, Okla.

Cp

WUOM-TV Ann Arbor, Mich.—Seeks cp to replace expired cp (as mod. which authorized new non-commercial tv station).

License to Cover Cp Returned

KHUM Eureka, Calif.—Application for license to cover cp which authorized change in frequency, increased power, installation of DA-N, change trans. location and make equipment changes returned at request of attorney.

Modification of Cp

WAFB-TV Baton Rouge, La.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date to Oct. 20.

WLBT (TV) Jackson, Miss.—Seeks mod. of cp (which authorized new tv) to extend completion date to Oct. 26.

KGEO-TV Enid, Okla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 30.

KHBC-TV Honolulu, T.H.—Seeks mod. of cp (which authorized new tv) to extend completion date to Oct. 13.

March 27 Applications

Accepted for Filing

Modification of Cp

WPGC Morningside, Md.—Seeks mod. of cp (as mod. which authorized increase power, install DA-D and make ant. system changes) for extension of completion date.

KGON Oregon City, Ore.—Seeks mod. of cp (which authorized change in frequency, increase power, install DA-1) for extension of completion date.

WTVH (TV) Peoria, Ill.—Seeks mod. of cp (which authorized new tv) to extend completion date to Oct. 13.

KOAT-TV Albuquerque, N. M.—Seeks mod. of cp (which authorized new tv) to extend completon date to Oct. 15.

KSTF (TV) Scottsbluff, Neb.—Seeks mod. of cp (which authorized new tv) to extend completion date to Oct. 18.

KCKT (TV) Great Bend, Kan.—Seeks mod. of cp (which authorized new tv) to extend completion date to Nov. 3.

KTVL (TV) Longview, Tex.—Seeks mod. of cp (as mod., which authorized new tv) to extend completion date to July 15.

License to Cover Cp

KFMB-TV San Diego, Calif.—Seeks license to cover cp which authorized changes in facilities of existing tv station.

WXIX (TV) Milwaukee, Wis.—Seeks license to cover cp (which authorized new tv station) to specify studio location as 5445 N. 27th St., Milwaukee.

WYZE Atlanta, Ga.—Seeks license to cover cp which authorized new am station.

KWRD Henderson, Tex.—Seeks license to cover cp which authorized new am station.

KHFI (FM) Austin, Tex.—Seeks license to cover cp which authorized new fm station.

KELS (FM) Nacogdoches, Tex.—Seeks license to cover cp which authorized new fm station.

KOPO-TV Tucson, Ariz.—Seeks license to cover cp which authorized new tv.

Renewal of License

KBTO El Dorado, Kan.; KGYN Guymon, Okla.; KGGF Coffeyville, Kan.; KWBW Hutchinson, Kan.; KNEX McPherson, Kan.; KANS Wichita, Kan.; KRVN Lexington, Neb.; KAWL York, Neb.; KNOR Norman, Okla.; KTOW Oklahoma City, Okla.; KSPI Stillwater, Okla.

Renewal of License Returned

KOME Tulsa, Okla.—Application for renewal of license returned; not signed properly.

Remote Control

KLX Oakland, Calif.; KJOE Shreveport, La.; KCLV Clovis, N. M.; KBHS Hot Springs, Ark.

March 28 Decisions

By the Commission

Renewal of License

KANA Anaconda, Mont.; KBUN Bemidji, Minn.; KFGO Fargo, N. D.; KLMR Lamar, Colo.; KRSD Rapid City, S. D.; KVRH Salida, Colo.; KSDN Aberdeen, S. D.; KXLK Great Falls, Mont.; WTCN-AM-TV Minneapolis, Minn.; KDZA Pueblo, Colo.; KGMC Englewood, Colo.; KOBK Owatonna, Minn.; WEVE Eveleth, Minn.; KBTK Missoula, Mont.; KBTV (TV) Denver, Colo.

March 28 Applications

Accepted for Filing

Modification of Cp

KECC Pittsburgh, Calif.—Seeks mod. of cp (as mod. which authorized increased power, change to DA-2 and equipment changes) for extension of completion date.

KTTS-FM Springfield, Mo.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

WSLA (TV) Selma, Ala.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 24.

KTLA (TV) Los Angeles, Calif.—Seeks mod. of cp (which authorized changes in existing tv station) to extend completion date to Nov. 1.

KTTS-TV Springfield, Mo.—Seeks mod. of cp (which authorized changes in existing tv station) to extend completion date to July 17.

KHAS-TV Hastings, Neb.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 4.

WBNS-TV Columbus, Ohio—Seeks mod. of cp (which authorized changes in existing tv station) to extend completion date to June 18.

WSPD-TV Toledo, Ohio—Seeks mod. of cp (which authorized changes in existing tv station) to extend completion date to Nov. 2.

License to Cover Cp

WQXR New York—Seeks license to cover cp which authorized increased power, installation of DA-1 and equipment changes.

WCBG Chambersburg, Pa.—Seeks license to cover cp which authorized new am station.

WOAY-TV Oak Hill, W. Va.—Seeks license to cover cp which authorized new tv station.

Renewal of License

KARE Atchison, Kan.; KWHK Hutchinson, Kan.; KJCK Junction City, Kan.; KCKN Kansas City, Kan.; KLWN Lawrence, Kan.; KMAN Manhattan, Kan.; KOAM Pittsburg, Kan.; KAKE Wichita, Kan.; KXGN Glendive, Mont.; KFGT Fremont, Neb.; KJLT North Platte, Neb.; KTMC McAlester, Okla.; WNAD Norman, Okla.; KGFF Shawnee, Okla.

Renewal of License Returned

KAYS Hays, Kan.—Application for renewal of license returned to applicant (incorrectly dated).

KGFW Kearney, Neb.—Application for renewal of license returned to applicant (name wrong).

KLPR Oklahoma City, Okla.—Application for renewal of license returned to applicant (incorrectly signed).

UPCOMING

APRIL

April 2: RAB Clinic, Fresno, Calif.
April 3: RAB Clinic, San Francisco.
April 4: RAB Clinic, Portland, Ore.
April 5: Women's Advertising Club of Washington, D. C., Hotel Washington.
April 5: RAB Clinic, Seattle.
April 5-7: Fifth District Adv. Federation of America (Ohio, Indiana, Kentucky, W. Va.), annual convention, St. Francis Hotel, Canton, Ohio.
April 6: RAB Clinic, Boise, Idaho.
April 6: Pennsylvania Associated Press Broadcasters News Conference, Pittsburgher Hotel, Pittsburgh.
April 6-7: Alabama Broadcasters Assn., Reich Hotel, Gadsden, Ala.
April 6-7: Oregon State Broadcasters Assn., Hotel Eugene and U. of Oregon, Eugene.
April 7-8: New Mexico Broadcasters Assn., Hotel La Fonda, Santa Fe.
April 9: RAB Clinic, Kansas City, Kan.
April 10: RAB Clinic, St. Louis.
April 11: RAB Clinic, Peoria, Ill.
April 11-13: Institute of Radio Engineers Seventh Region Technical Conference, Hotel Utah, Salt Lake City.
April 12-14: Southern California Adv. Agencies Assn., Oasis Hotel, Palm Springs.
April 12: RAB Clinic, Chicago.
April 13: RAB Clinic, Cleveland.
April 13-14: 10th Annual Spring Television Conference, sponsored by Cincinnati Section of the Institute of Radio Engineers, Cincinnati.
April 15-19: NARTB Annual Convention, Conrad Hilton Hotel, Chicago.
April 16-18: Alpha Epsilon Rho, national radio-tv fraternity, national convention, Columbus, Ohio.
April 23: RAB Clinic, Salt Lake City.
April 24: RAB Clinic, Denver.
April 25: RAB Clinic, Omaha, Neb.
April 26: RAB Clinic, Des Moines, Iowa.
April 26-29: American Women in Radio & Tv Convention, Hotel Somerset, Boston.
April 26-28: American Assn. of Advertising Agencies Annual Meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.
April 27: RAB Clinic, Cedar Rapids, Iowa.
April 29-May 4: Society of Motion Picture-Television Engineers Spring Convention, Hotel Statler, New York.
April 30: RAB Clinic, Raleigh, N. C.
April 30-May 2: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

MAY

May 1: RAB Clinic, Charlotte, N. C.
May 2: RAB Clinic, Evansville, Ind
May 3: RAB Clinic, Indianapolis, Ind.
May 3-4: International Adv. Assn., annual convention, Hotel Roosevelt, New York.
May 4: RAB Clinic, Columbus, Ohio.
May 8: RAB Clinic, Philadelphia.
May 10: RAB Clinic, New York.
May 13-19: National Radio Week.
May 16-18: Pennsylvania Assn. of Broadcasters, Pocono Manor.
May 20: Radio Old Timers, Conrad Hilton Hotel, Chicago.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

One on the House

AWARE that hopes are waning for passage this session of a House bill banning all interstate advertising of alcoholic beverages, the dry forces are now reportedly urging their representatives in Congress to confine the bill's targets to radio and television.

The tactical objective is to concentrate the fire on the two advertising media which are already regulated by the government and to reduce the substantial opposition of newspapers and other media by eliminating them from attack. The approach, to repeat, is tactical. The drys hope to knock off radio and tv as outlets for beer and wine advertising (neither medium carries advertising for harder drinks) as the first phase of a campaign against all kinds of advertising for all kinds of alcoholic beverages and indeed of a long range campaign for a return to prohibition.

Several years ago a bill to prohibit radio and tv advertising of alcoholic beverages failed to clear a Senate committee by the hairbreadth margin of one vote. The dry campaign this year has been much better organized and on a vaster scale than ever before.

It is up to broadcasters to get the other side before their congressmen, and it is to be hoped that newspapers, magazines and other media will be vocal too. Even if they are eliminated from immediate danger by an amendment to the proposed bill, their security would be not only temporary but illusory.

Vital Statistics

CONSIDERING the detailed and sometimes painfully explicit research to which it has exposed itself, broadcasting has strangely lacked one vital statistic—an up-to-date estimate of gross spot billings which would be comparable to the grosses obtainable for advertisers using other media.

Happily, this hole will be filled—for television—by a report which Television Bureau of Advertising will issue in about two weeks. (The report will be published in B•T April 16.) TvB will present estimated gross dollar expenditures of leading users of national spot tv. These figures will be comparable to gross advertiser spending in network television and magazines, as supplied by Publishers Information Bureau, and in newspapers, as supplied by the Bureau of Advertising. Hence it will at last be possible to compare the *total* national television billings, network and spot, with national billings in newspapers and magazines.

The statistical validity of TvB's figures cannot be definitely known, of course, until the figures are released and the methods of obtaining them explained. But it is a safe assumption that TvB is taking very special pains to assure reliability and that the tv spot report will therefore become a basic piece of research.

It will also be a basic aid to tv selling. Chances are the publication of these figures will encourage the leading spot users to increase their spot expenditures and their competitors to build up budgets in an effort to narrow the gap separating them from the heavier spenders.

One cannot avoid wishing that radio had developed similar research as an incentive to spot sales development.

Tale of Two (or More) Cities

THE FCC has called rule-making proceedings on multiple-city identification of television stations—a minor crisis amid a plethora of major ones—growing out of the current regulations. These regulations specify that a station must maintain its main studios and associate its call letters to the city in which the particular channel is assigned.

The regulations thus anchor identification to geography, rather than to coverage. It is elementary in broadcasting that electromagnetic waves know no boundaries, whether they're international, state or local. Waves just normally propagate in a more or less concentric circle (unless directionalized), reaching out as far as the wavelength, power and terrain permit.

It is only natural that stations want to claim the largest market areas within economic reason. It is just as natural for the competitive stations which by regulation are assigned to the larger markets to resist the intrusions.

The fact is, however, that these limitations are artificial. It is the function of a licensee to provide service to the greatest number consistent with engineering standards, where it is economically feasible to do so.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Harry likes to hear both sides of every question!"

Without going into the merits of the FCC's new rule-making, it might be helpful to take a backward look at radio. Old-timers will remember that WOR New York used to be in Newark where its "main studios" were located. WJSV, now WTOP Washington, used to be in Alexandria, Va., and identified itself as "Across the Beautiful Potomac From Washington." WCKY Covington, Ky., got its big city identity by being "One Minute From Cincinnati." These stations, and dozens of others, some years ago very quietly moved into the larger markets by FCC authorization through a change in rule that hardly anybody noticed.

The Lost Accord

BROADCASTERS, as well as the makers of recordings for radio and phonographs and of films for television, are watching with interest the revolt of AFM Hollywood Local 47 over the division of the royalty fees paid by the recording and film companies into the Music Performance Trust Funds.

Broadcasters and manufacturers have long agreed that the 5% royalties paid into the funds, which will amount to some $2.8 million this year, might better be devoted to improved disc-tape and film programs at lower prices than to AFM's own make-work program of providing free public concerts by musicians whose performances are paid for with trust fund moneys.

The rebelling members of the Hollywood local seem, in part at least, to share the broadcasters' views that normal commercial interests should come before those of the trust fund. They charge that 33% of the recording royalties and 97% of the film royalties come from Hollywood, but only 4% of the total finds its way back there. Special indignation is vented on the AFM rule which last June took the rescoring fee of $25 per musician levied on theatrical films released to tv from the musicians who worked on the picture and added them to the trust fund barrel. AFM president James Caesar Petrillo is charged with using the trust fund to keep the union's rosters filled with names of musicians who seldom work at this trade but who can always be counted on to vote—and to vote to keep Jimmy in office.

So loud has become the intraunion battle over the division of the spoils that it has grown too big to be confined to AFM meeting halls and executive offices. The union's international executive board has named Arthur J. Goldberg, special counsel to AFL-CIO, as referee to hear testimony in the dispute. Later in April its pros and cons will be heard by a subcommittee of the House Education and Labor Committee, sitting in Hollwyood.

It would probably be naive to expect any Congressional action to do away with the trust funds, which the courts have certified as complying with the laws of the land. But it is not impossible to hope that the House committee will pursue its investigation of the AFM far enough to reveal the truth, if any, in the charges of Local 47, and to require the union to remold its operations into a pattern less dictatorial and more in the public interest.

It's Spring...and another big year for KSTP-TV

Since April 27, 1948, when it became the *first* television station in the Northwest, KSTP-TV has remained the leader in this vital, four billion dollar market.

Last year, KSTP-TV broke all sales records and is well on the way to doing the same thing this year. The reasons are simple.

Through superior entertainment, talent, service and showmanship, KSTP-TV has earned a listener loyalty that means *sales* to advertisers. That's why it is the *first* buy—the *best* buy in this market of more than 600,000 television homes.

For more details on the most efficient, most economical way to sell your product in the active-buying Northwest, contact your nearest Edward Petry office or a KSTP-TV representative today.

KSTP-TV 5

MINNEAPOLIS • ST. PAUL ***Basic NBC Affiliate***

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.